Jonathan Matusitz, Ph.D.

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EDUCATION

Doctorate (Ph.D.) in Communication: University of Oklahoma, May 2006

- **Emphases**: Globalization, Communication & Technology, and Terrorism Studies
- **Dissertation**: "Cyberterrorism: A Postmodern View of Networks of Terror and How Computer Security Experts and Law Enforcement Officials Fight Them"
- **Chair**: Dr. Eric Kramer
- **Dissertation Committee**: Dr. Dan O'Hair, Dr. Todd Sandel, Dr. Patrick Meirick, and Dr. Edward Perkins (former United States Ambassador to the United Nations, 1992-1993)

Master's (M.A.) in Professional Communication: University of Alaska Fairbanks, May 2002

- **Emphases**: Intercultural Communication and Language & Social Interaction
- **Thesis**: "Understanding the Lived Experience of Racist Hate Speech on American University Campuses"
- **Chair**: Dr. Jin Brown (retired)
- **Thesis Committee**: Dr. Pamela McWerther (retired) and Dr. Robert Arundale (retired)

Bachelor's (B.A.) in Translation: International Interpreters' School ("Ecole d'Interprètes Internationaux," EII)
University of Mons-Hainaut (Belgium), June 1999

- **Major**: Translation of Foreign Languages (French, Dutch, and English)
- **Emphases**: Translation of organizational, philosophical, intercultural, media-related, business-related scientific, technical, and health-related texts
- **Thesis**: "Qui sont ces étoiles du cinéma?" (adapted translation of "Who Are Those Stars of Cinema?")
- **Chair**: Sally Petrequin (retired)
- **Thesis Committee**: Dr. David Morris (retired) and Sergio Covolan

TEACHING

Academic Appointments

2012-present	Associate Professor, University of Central Florida, Nicholson School of Communication
2006-2012	Assistant Professor, University of Central Florida, Nicholson School of Communication
2002-2006	Instructor of Record, University of Oklahoma, Department of Communication
2003-2005	Instructional Assistant, University of Oklahoma, Department of Communication

2000-2001 Instructor of Record, University of Alaska Fairbanks, Department of Communication

Courses Taught (n=16)

University of Central Florida, Nicholson School of Communication:

Communication and Human Relations (COM 3011): analyzed basics of intercultural, interpersonal, group, and nonverbal communication, as well as human relations in global society; implemented service learning for an outside class research project.

Communication Research Methods (COM 3311): taught the skills and strategies necessary to understand and conduct research in the field of communication at large; focused on quantitative research methods, the philosophy of research, and qualitative research methods; assigned a research project at the end of the semester.

Conflict Management (COM 4462): taught conflict and negotiation processes and dynamics, analyzed theories and research in the social and behavioral sciences to understand conflict and negotiation in personal, societal, and international phenomena; explored the values of third-party mediation and diplomacy at both national and international levels.

Group Dynamics (SPC 4426): taught group processes, group formation, groups as systems, group socialization and influence, groupthink, group problem-solving and decision-making, group diversity, leadership, groups in the classroom, family, friendship circles, cliques, cults, organized crime, and group theory.

Health Communication (COM 6025, **created this course at UCF**): examined issues such as doctor-patient communication, provider-provider communication, health literacy, health expectancy, attributes of effective health communication, public health, alternative medicine, ethics in health communication, and mass media health messages.

Honors Fundamentals of Oral Communication (SPC 1608H): focused on theories of public speaking and human communication; examined fallacies to avoid in speeches; engages students in critical thinking *vis-à-vis* public speaking (e.g., political correctness vs. hate speech); taught introductory, informative, and persuasive speaking.

Honors Terrorism and Communication (COM 4416H, **created this course at UCF**): focused on the role of communication, publicity, and persuasion in past and current cases of terrorism; also examined the escalating contribution of online social media in jihadism; and analyzed group-based communication in terrorist recruitment, training, and indoctrination (Note: I was invited by the Dean and the Associate Dean of the UCF Burnett Honors College to create and teach this course).

Intercultural Communication (COM 4461): taught intercultural communication theories, cross-cultural communication, and globalization of culture through new media; analyzed variables in intercultural communication such as values, perception, customs, gender roles, and power structures; nurtured higher appreciation of cultural differences.

Nonverbal Communication (SPC 4331): taught nonverbal communication theories, investigated nonverbal communication codes, including their structures, uses, and interrelationships; emphasized student understanding and application of nonverbal communication through lectures, discussions, and activities.

Organizational Communication (COM 3120): taught organizational theory, behavior, culture, and networks; identified the different models of interactions in the workplace; applied organizational strategies in various types of organizations (i.e., companies, universities, etc.).

Qualitative Research Methods in Communication (COM 6303): examined various qualitative research methods, including in-depth face-to-face interviewing, ethnography, narrative analysis, conversation analysis, content analysis, semiotics, and case studies.

Symbolism in Terrorism (COM 6425, **created this course at UCF**): examined how terrorists use and create symbols to improve their capabilities and accomplish their long-term objectives; analyzed symbolism by looking at meaning-making strategies, rituals, myths, and magical thinking of terrorist groups; looked at theories of symbolism, such as Symbolic Interactionism, within the framework of terrorism studies.

Terrorism and Communication (COM 4416, **created this course at UCF**): looked at terrorism as a communication process; analyzed rhetorical elements and linguistic devices used in terrorism; examined the role of leadership and group communication in terrorism; investigated the role of global mass media and the Internet in spreading terror messages (see YouTube video: http://www.youtube.com/watch?v=7TEcqg6n1qY).

University of Oklahoma, Department of Communication:

Principles of Communication (COMM 1113): taught fundamentals of intercultural, interpersonal, and nonverbal communication, as well as listening, critical thinking, and analytical skills; implemented service learning for an outside class research project.

Public Speaking (COMM 2613): taught impromptu, introductory, "special occasion," informative, and persuasive speaking; developed activities that incorporate active learning of public speaking.

University of Alaska Fairbanks, Department of Communication:

Group Communication (COMM 131): taught group theory, training & development, leadership; demonstrated and taught small group decision making and problem solving; developed curriculum and course material used in my classes; facilitated traditional and non-traditional student learning. You can access my teaching evaluations for two course sections (COMM 131 01 and COMM 131 02) taught in **fall 2000**:
https://static1.squarespace.com/static/53236b6be4b01434de880663/t/53281042e4b028bc910eb4c7/1395134530146/IAS+Fall+2000.pdf
And for the same course sections taught in **spring 2001**:
https://static1.squarespace.com/static/53236b6be4b01434de880663/t/53281090e4b0d58e0bb42bf6/1395134608913/IAS+Spring+2001.pdf

Teaching Experience Abroad

NATO military base: SHAPE (**Supreme Headquarters Allied Powers Europe**), Mons, Belgium (November 2010):

Cross-Cultural Communication: Theory and Research (COMM 5253): taught a graduate course on fundamental communication variables as they operate in various cultures and subcultures, including the examination of nonverbal as well as verbal coding systems. In addition, I discussed problems, barriers, and patterns of communication across cultural boundaries.

Assistance in Professors' Instruction

University of Oklahoma, Department of Communication:

Communication in Society (lower-level class, assisted Dr. Todd Sandel & Dr. Jill Edy): lectured on communication theory; assisted faculty members in the grading and preparation of assignments and in the management of a large classroom setting.

Cross-Cultural Communication (upper-level class, assisted Dr. Eric Kramer): lectured on globalization and culture, and assisted faculty member in the grading and preparation of classroom assignments.

Mass Media and Society (upper-level class, assisted Dr. Eric Kramer): lectured on media & terrorism, media & stereotypes, and media & semiotics; assisted faculty member in the grading and preparation of classroom assignments.

Organizational Communication (upper-level class, assisted Dr. Dan O'Hair): lectured on terrorist networks; assisted faculty member in the grading and preparation of classroom assignments.

Teaching Philosophy

As a teacher, my objectives are twofold: (**1**) to maintain high academic standards (through challenging course assignments and rigorous grading), and (**2**) to mentor students in research education by involving them in research projects. My attitude toward teaching is that learning works well when it is student-centered: I use my expertise to give students the necessary resources to succeed both in and outside the classroom. This approach not only enhances students' involvement in the learning process, but it also allows them to engage in critical thinking and become more interested in finding answers to fundamental or controversial questions. Over the years, I have taught my students how to create multiple research projects that focus on such "fundamental or controversial" issues. Examples include "Islamophobia in the U.S.: Is It a Form of Racism?" and "War Rape Survivors of the Second Congo War: A Perspective from Symbolic Convergence Theory." These two student-faculty papers have actually turned into a research proposal and a publication, respectively. Speaking of publications, between fall 2012 and summer 2016, my students and I published 22 articles in peer-reviewed, academic journals. Lastly, my teaching philosophy is that learning to be a good instructor is a lifelong commitment. For instance, at UCF, I have attended workshops at the Faculty Center for Teaching and Learning (FCTL) to explore innovative teaching and learning techniques – especially when it comes to educating students on controversial subjects in the college classroom.

Teaching Effectiveness

(1) "Outstanding" evaluations from both the NSC Director and the COS Dean.

(2) Teaching Incentive Program (TIP) Award, College of Sciences (COS), University of Central Florida, 2012.

(3) Excellence in Teaching Award for the year 2013-2014, Nicholson School of Communication, University of Central Florida, 2014.

(4) College of Sciences Excellence in Undergraduate Teaching Award, University of Central Florida, 2015.

(5) Teaching Incentive Program (TIP) Award, College of Sciences, University of Central Florida, Spring 2017.

(6) Many of my students enroll in Master's and Ph.D. programs across the nation.

(7) **Sample of Student Perception of Instruction (SPI)**: important statistics about my teaching evaluations from fall 2012 to summer 2016 (26 courses total) are worth noting:

- Only one course evaluation (COM 3311 taught in spring 2015) has a mean below the Department mean, the College of Sciences (COS) mean, and UCF mean (please see the large table on the next page).
- The same course (taught in summer 2016) has a mean equal to the Department's, but it is still higher than the College's and the University's.
- All my other 24 courses have a mean higher than the Department's, the College's, and the University's. In other words, 92.3% of my course evaluations between fall 2012 and summer 2016 have a mean higher than the Department's, the College's, and the University's, and 96.1% of my course evaluations have a mean higher than the College's, and the University's.
- Taken as a whole, the overall mean for all my 26 course evaluations is 4.58. The overall standard deviation is 0.6921. The overall mean for the Department's course evaluations during that time period is 4.27. For COS, it is 4.06. For UCF, it is 4.13. Please see the table below:

Overall Mean of My SPI Evaluations	Overall Standard Deviation	Overall Department Mean	Overall COS Mean	Overall UCF Mean
4.58	0.6921	4.27	4.06	4.13

(8) Grade distributions for 26 courses total (from fall 2012 to summer 2016). A few statistics are also worth noting:

- The total number of students was 749 students.
- The overall GPA of all my students (across all my 26 courses) was **2.68**.
- Below is a table showing the overall breakdown of the grades:

A	B	C	D	F	W
144	296	205	53	19	31 (+1 auditing)
19.2%	39.5%	27.3%	7%	2.5%	4.3%

- A long-established assumption in academia is that teaching evaluations are often positively associated with students' grade expectations.
- However, in my case, although my SPI scores were high, the overall GPA of my students was only 2.68 and less than 20% of those students earned an A. One explanation can be found in their SPI comments. My students often write that, although I am a demanding instructor who assigns a lot of readings and papers, I am also knowledgeable, clear, methodical, and fair. And they have noted that I show an interest in their learning.

(9) In the table below, I averaged the means and standard deviations of all SPI questions (i.e., on the student evaluations) for each of the 26 courses that I taught (in descending chronological order, from summer 2016 to fall 2012). Also shown is a comparison with the Department mean, COS mean, and UCF mean:

Matusitz's Courses (in Descending Order)	Mean	Std Dev	Dept Mean	COS Mean	UCF Mean
COM 3311 Communication Research Methods (Su 16)	4.26	0.8534	4.26	4.11	4.21
COM 4416 Terrorism and Communication (Spring 16)	4.54	0.6849	4.25	4.1	4.14
COM 6425 Symbolism in Terrorism (Spring 16)	4.54	0.8012	4.25	4.1	4.14
COM 4416 Terrorism and Communication (Fall 15)	4.64	0.6696	4.29	4.04	4.13
COM 6303 Qualitative Research Methods (Fall 15)	4.42	1.0877	4.29	4.04	4.13
COM 3311 Communication Research Methods (Su 15)	4.82	0.5107	4.32	4.15	4.22
COM 4416 Terrorism and Communication (Spring 15)	4.88	0.4279	4.33	4.06	4.13
COM 3311 Communication Research Methods (Sp 15)	4.47	0.9537	4.33	4.06	4.13
COM 3311 Communication Research Methods (Sp 15)	3.82	1.1991	4.33	4.06	4.13
COM 3011 Communication and Hu. Relations (Fall 14)	4.82	0.4447	4.33	4	4.1
COM 3311 Communication Research Methods (Fa 14)	4.73	0.5301	4.33	4	4.1
COM 4416 Terrorism and Communication (Fall 14)	4.59	0.7419	4.33	4	4.1

COM 3311 Communication Research Methods (Su 14)	4.46	0.8358	4.34	4.15	4.2
COM 4416 Terrorism and Communication (Spring 14)	4.59	0.732	4.25	4.07	4.15
COM 3311 Communication Research Methods (Sp 14)	4.56	0.7363	4.25	4.07	4.15
COM 6425 Symbolism in Terrorism (Spring 14)	4.76	0.4551	4.25	4.07	4.15
COM 3011 Communication and Hu. Relations (Fall 13)	4.69	0.5265	4.29	4.06	4.12
COM 3311 Communication Research Methods (Fa 13)	4.73	0.5182	4.29	4.06	4.12
COM 4416 Terrorism and Communication (Fall 13)	4.83	0.4135	4.29	4.06	4.12
COM 3311 Communication Research Methods (Su 13)	4.69	0.5865	4.32	4.14	4.2
COM 3120 Organizational Communication (Spring 13)	4.44	0.8311	4.26	4.08	4.13
COM 3311 Communication Research Methods (Sp 13)	4.43	0.817	4.26	4.08	4.13
COM 4416 Terrorism and Communication (Spring 13)	4.78	0.417	4.26	4.08	4.13
COM 4416 Terrorism and Communication (Fall 12)	4.61	0.8701	4.17	3.98	4.11
COM 3011 Communication and Hu. Relations (Fall 12)	4.63	0.5589	4.17	3.98	4.11
COM 4462 Conflict Management (Fall 12)	4.46	0.7902	4.17	3.98	4.11

Faculty Center for Teaching and Learning (FCTL)

Workshops Attended

- "How Learning Works," presented by Dr. Melody Bowdon, Fall 2016
- "Webinar – Moving beyond Civility: How to Facilitate Difficult Dialogues in the Classroom," presented by the Office of Diversity Initiatives, Fall 2016
- "SoTL by Any Name," presented by Eric Main, Fall 2016
- "Motivating Students for Success," presented by Anna Turner, Fall 2016

Workshops Organized

- "Teaching Controversial Topics in the U.S. College Classroom," Spring 2017

Advising Activities

(1) As only one of two faculty in Human Communication with a permanent office at the UCF-Sanford/Lake Mary campus, I have advised many undergraduate students in Human Communication at that branch campus.

- The priority is to focus on required courses: Communication and Human Relations (COM 3011C), Communication Research Methods (COM 3311), Organizational Communication (COM 3120), and Interpersonal Communication (SPC 3301).
- Once I advise students to first enroll in required courses, I then direct them toward taking electives in Human Communication, such as Terrorism and Communication (COM 4416), Nonverbal Communication (SPC 4331), Intercultural Communication (COM 4461), Conflict Management (COM 4462), and Group Dynamics (SPC 4426).

- I have been involved with several programs related to DirectConnect to UCF. DirectConnect facilitates admission to UCF for students with an associate degree from a partner college (i.e., many of my students transfer from Seminole State College).

(2) I participate in multiple orientations and workshops for incoming and transfer undergraduate students (mostly at my branch campus).

(3) Thanks to my experience in teaching organizational communication, students frequently ask me to review their resumes and letters of application, in addition to requesting being taught how to write papers and learn academic research. Taken as a whole, such types of advice have helped students become more successful at finding jobs or being admitted to graduate/law/doctoral programs.

Pedagogical Publications (n=8)

Matusitz, J., & Simi, D. (in press). Pathways to sports leadership for Latinas in U.S. higher education. *Journal of Latinos and Education*

Synopsis: This article examines how U.S. Latina college students can achieve leadership roles in college athletics. The theoretical framework is Cultural Identity Theory (CIT). CIT postulates that people assume various forms of cultural characteristics (e.g., ethnic, national, and social class characteristics). Although these cultural identities can solidify over time, they can also change based on relationships, life circumstances, and life cycles.

Simi, D., & Matusitz, J. (2016). Ageism against older U.S. college students: A view from social closure theory. *Interchange: A Quarterly Review of Education, 47*(4), 391-408.

Synopsis: This article is Part II of my student-teacher collaboration on diversity in education. By and large, this article offers a theoretical framework for college staff to create more options for effectively engaging older students in U.S. higher education. Ageism at universities has been understudied and involves any uncalled-for reaction to any age and does not necessarily require racism or sexism to exist.

Simi, D., & Matusitz, J. (2016). Native American students in U.S. higher education: A look from attachment theory. *Interchange: A Quarterly Review of Education, 47*(1), 91-108.

Synopsis: This article is Part I of my project on diversity in education. This article offers a theoretical framework to examine the behavioral patterns of Native American college students in U.S. higher education. Overall, we found that respect for and attachment to Native American culture has made a positive difference in reversing academic struggles among Native Americans.

Matusitz, J. (2015). The acculturative experience of French students in a Southwestern university apartment complex in the United States. *Journal of Human Behavior in the Social Environment, 25*(3), 261-274.

Synopsis: This ethnographic study, which explored the lives of eight French students, allowed themes to emerge from the narrative interviews. (1) The theme of culture shock, (2) the theme of acculturative stress, (3) the theme of linguistic limitations, and (4) the theme of culture adjustment. On the whole, those French participants reported difficulties in crossing linguistic and cultural boundaries while studying at a U.S. flagship university.

Breen, G. M., Matusitz, J., & Wan, T. T. H. (2009). Applying student-centered learning concepts to a doctoral, introductory, interdisciplinary Public Affairs course. *Journal of Public Affairs Education, 15*(1), 107-116.

Synopsis: This article describes and outlines the key principles of student-centered learning (SCL) to create a model within which instructors and students can collaborate on developing new courses and programs. The ultimate objective is to improve the quality of Public Affairs education at U.S. colleges and universities.

Matusitz, J., & Breen, G. M. (2009). Consumer dissatisfaction, complaints, and the involvement of human resource

personnel in the hospitality and tourism industry. *Journal of Human Resources in Hospitality and Tourism, 8*(2), 234-246.

Synopsis: This article applies three communication theories to teach readers how to communicate effectively when formulating complaints to company employees (and receive compensation as consumers). A comprehensive investigation was conducted on the literature related to consumer complaints.

Matusitz, J. (2005). The current condition of visual communication in colleges and universities of the United States. *Journal of Visual Literacy, 25*(1), 97-112.

Synopsis: This article examines how the use of visual communication in the U.S. college classroom is a dialogical process whereby students' environment is influenced by their knowledge and experience of visual technologies – i.e., visual aids and computer-aided instruction. Visual intelligence has become a central part of academic culture.

Breen, G. M., & Matusitz, J. (2004). *The dissatisfied customer*. Bloomington, IN: AuthorHouse Press.

Synopsis: This is my very first publication. This book applies key communication model to teach people how to communicate effectively when formulating complaints to future company employees (and receive compensation as consumers). A comprehensive investigation was conducted on the literature related to consumer complaints.

STUDENT SUPERVISION

Chair of Master's Theses (n=10)

Nicholson School of Communication:

Chandler Dobiyanski: "A Qualitative Analysis of Key Concepts in Islam from the Perspective of Muslim Students" (currently writing his Master's thesis)

Erica Catron: "A Qualitative Analysis of Bereavement within U.S. Military Families: A Perspective from Framing Theory" (currently writing her Master's thesis)

Andrea Madrazo: "Recruiting Followers for the Caliphate: A Narrative Analysis of Four Jihadist Magazines" (thesis proposal successfully defended on November 9th, 2017)

McCampbell, Darcey: "Provider Perceptions of Ableism and Social Support Networks in the Healthcare Setting" (successfully defended on March 25, 2013)

Reyers, Anne: "Emotional Regulation at Walt Disney World: Deep Acting vs. Surface Acting" (successfully defended on March 25, 2011)

Cowin, Erica: "The Evolution of U.S. Corporate Logos: A Semiotic Analysis" (successfully defended on March 23, 2011)

Lord, Laura: "Dialectical Tensions between Glocalization and Grobalization for Wal-Mart in the United States" (successfully defended on October 26, 2010)

Raneri, April: "Childhood Immunization Communication and Its Effects" (successfully defended on March 31, 2010)

Kirby, Jaclyn: "The Role of the Internet as a Tool to Aid in U.S. Adult Consumers' Weight Loss" (successfully defended on April 1, 2009)

Minei, Elizabeth: "Cyberterrorists: Their Communicative Messages and Their Effects on Targets" (successfully defended on March 30, 2009); (**a**) Meeske Outstanding Graduate Student for the Nicholson School of Communication for 2008-2009; (**b**) Nicholson School of Communication Outstanding Master's Thesis for 2009-2010; (**c**) College of Sciences Outstanding Thesis Award for 2009-2010 (**first time for the Nicholson School of Communication**)

Chair of Honors Theses

Burnett Honors College:

Catalina Udani: "Examining Jihadist Propaganda in Online Publications: A Perspective from Speech Codes Theory" (currently writing her Honors thesis)

Master's Thesis Committee Member (n=5)

Nicholson School of Communication:

Sofia Salazar: "The Role of Intercultural Communication in Current Immigration Issues in the U.S." (currently writing her Master's thesis)

Santilli, Vincent: "The Effects of Power Distance, and High- and Low-Context Culture on the Use of Nonverbal Immediacy Behaviors: A Cross-Cultural Study" (successfully defended on March 17, 2010); (**a**) Nicholson School of Communication Outstanding Master's Thesis for 2010-2011; (**b**) Outstanding Thesis Award in the Master's Education Section of the National Communication Association (NCA) conference, Fall 2012 (**first time for the Nicholson School of Communication)**

Delgado, Cristina: "The Effects of Television Advertising on Obesity in the United States" (successfully defended on March 30, 2009)

Castle, Gina: "Let's Give Them Something to Talk About: Exploring Racism and Racial Tensions as Potential Face Threats in Black and White Interracial Relationships" (successfully defended on November 6, 2008)

Department of Psychology:

Reeves, Michael: "Age-Typing across Occupations: When, Where, and Why Age-Typing Exists" (successfully defended on July 28, 2011)

Doctoral Dissertation Committee Member (n=5)

Department of Public Affairs:

Cail, William: "Does the Presence of Video Surveillance Cameras Affect Police Use of Force Decisions?" (dissertation prospectus defended on December 11, 2013)

Rav-Marathe, Karen: "The Effect of Health Education on Clinical and Self-Reported Outcomes of Diabetes in a Medical Practice" (successfully defended on August 12, 2014)

Ruth, Terrance: "The Relationship of the State Political Instability and Economic Failure to Predatory Organized Crime in Multiple Nations: A Global Comparative Analysis" (successfully defended on November 18, 2013)

Breen, Gerald-Mark: "Opinions of Florida Nursing Home Administrators and Clinical Practitioners on whether the Use of E-health Services by Clinical Staff Improve Practitioners' Delivery of Care to Residents: A Qualitative Methodological Perspective" (successfully defended on March 5, 2010)

Department of Psychology:

Reeves, Michael: "The Challenges of Young-Typed Jobs and How Older Workers Adapt" (successfully defended on October 7, 2013)

Honors Thesis Committee Member (n=2)

Burnett Honors College:

Roland, Nicholas: "Informational Efficiency and the Reaction to Terrorism: A Financial Perspective" (successfully defended on November 4, 2016)

Albaugh, Andrew: "The Florida Jury: Technical Evidence and Bias" (successfully defended on March 25, 2013)

Evaluation of NSC Comprehensive Examinations (n=29)

Nicholson School of Communication:

Jacqueline Martin (Spring 08); **Michael Repass** (Fall 08); **Melissa Sabo** (Spring 09); **Maya Forrester** (Fall 10); **Adrea Pitman** (Spring 12); **Hope Price** (Spring 12); **Megan Pabian** (Spring 13); **Amber Jozwiak** (Spring 13); **Elisabeth Mendes** (Summer 14); **Sandy Jean-Claude** (Fall 15); **Tara Allard** (Fall 15); **Alexa Login** (Spring 16); **Michael Nyman** (Spring 16); **Muneca Ramos** (Spring 16); **Christina Heflin** (Spring 16); **Courtney Gilmartin** (Spring 16); **Yasmyn Chambers** (Spring 16); **Michael Nyman** (Summer 16); **Audrey Pafford** (Fall 16); **Jeremy Boyd** (Fall 16); **Audrey Pafford** (Fall 16); **Paige Moorhead** (Spring 17); **Ana Hidalgo** (Spring 17); **Kari Kitchen** (Spring 17); **Adria McCardy** (Spring 17); **Melissa Lujan Marín** (Spring 17); **Paige Moorhead** (Spring 17); **Ana Hidalgo** (Spring 17); and **Julian Narchet** (Fall 17)

Supervision of Independent Studies (n=103)

- These independent studies, which count for three academic credits like a regular class, give students the opportunity to complete academic work independently (although students have to meet with me on a regular basis).
- The main objectives of these independent studies are twofold: (**1**) to have students engage in weekly readings on an agreed-upon subject related to communication and (**2**) to teach them the skills to write academic papers (such as literature reviews or conceptual analyses) so they can publish their papers or present them at academic conferences.
- Some of these papers have already been published, accepted for publication, or presented at international, national, or Florida-based conventions.

Graduate Students

Shannon Malkin (Communication in Conflict, Fall 06); **Mary Myers** (Nonverbal Communication, Spring 07); **Abeer Abdalla** (Mass Communication, Spring 08); **Abeer Abdalla** (Mass Communication, Spring 08); **Jaclyn Kirby** (Health Communication, Summer 08); **Rhonda Oehlrich** (Group Dynamics, Summer 08); **Cristina Delgado** (Health Communication, Summer 08); **Alice Hicks** (Health Communication, Summer 08); **Jacqueline Martin** (Health Communication, Fall 08); **Elizabeth Minei** (Communication & Technology, Fall 08); **Ann Davidson** (Globalization, Summer 09); **Laura Lord** (Intercultural Communication, Summer 09); **Laura Lord** (Globalization, Fall 09); **Erica Cowin** (Semiotics, Summer 10); **Andrew Pennell** (Symbolism in Terrorism, Summer 13); **Chandler Dobiyanski** (Terrorism and Communication, Spring 17); **Erica Catron** (Terrorism and Communication, Summer 17); **Emily Helsel** (Terrorism and Communication, Fall 17); and **Chandler Dobiyanski** (Terrorism and Communication, Fall 17)

Undergraduate Students

Kristin Leanza (Intercultural Communication, Spring 08); **John McCormick** (New Media, Spring 08); **John McCormick** (Mass Communication, Spring 08); **Ashley Deal** (Political Communication, Spring 08); **Shauna Bailey** (Health Communication, Summer 08); **Kristin Leanza** (Globalization, Spring 09); **Cristin Blom** (Globalization, Summer 09), **Christine Palma** (Globalization, Summer 09); **Jessica Dao** (Organizational Communication, Fall 09); **Amanda Murillo** (Globalization, Spring 10); **Said Achou** (International Communication, Summer 11); **Said Achou** (Globalization, Summer 11); **Christopher Brown** (Linguistics and Communication, Summer 11); **Jennifer Rodriguez** (Terrorism and Communication, Summer 11); **Catherine Davies** (Globalization, Summer 11); **Shane Vieira** (Interorganizational Communication, Summer 11); **Samantha Reeder** (Intercultural Communication, Spring 13); **Priscilla Condon** (Intercultural Communication, Summer 13); **Priscilla Condon** (Communication Research Methods, Summer 13); **Jade Taylor** (Communication Education, Fall 13); **Alexis Calderone** (Political Communication, Fall 13); **Meghan Styles** (Terrorism and Communication, Fall 13); **Charles Gray** (Organizational Communication, Fall 13); **Daniel Castoire** (Organizational Communication, Fall 13); **Lisandra Moreno** (Terrorism and Communication, Spring 14); **Nathalie Edouard** (Language and Communication, Spring 14); **Kristina Arrowsmith** (Terrorism and Communication, Summer 14); **Sara Jean Griffin** (Terrorism and Communication, Summer 14); **Jacob Spikes** (Terrorism and Communication, Summer 14); **Rachel Holmes** (Symbolism in Terrorism, Summer 14); **Jason Leslie** (Organizational Communication, Summer 14); **Joshua Briggs** (Nonverbal Communication, Summer 14); **Ashley Ramos** (Terrorism and Communication, Summer 14); **Kristina Arrowsmith** (Terrorism and Communication, Fall 14); **Michelle Gay** (Terrorism and Communication, Spring 15); **Jerusha Greenwald** (Terrorism and Communication, Spring 15); **Kathleen Ambrose** (Health Communication, Spring 15); **Sydnie Tiseo** (Social Media, Spring 15); **Ty Miller** (Terrorism and Communication, Summer 15); **Jessica DeNunzio** (Terrorism and Communication, Summer 15); **Maya Lopez** (Terrorism and Communication, Summer 15); **Peter Karlskint** (Role of Communication in Folk Music, Summer 15); **Marc Linton** (Role of Communication in Research, Fall 15); **Isabella Woods** (Intercultural Communication, Fall 15); **Jennifer Yuhas** (Terrorism and Communication, Fall 15); **Sameh Ghazal** (Terrorism and Communication, Fall 15); **Megan Moulton** (Communication Research Methods, Fall 15); **Tyler Spaedt** (Communication Research Methods, Fall 15); **Kimberly Reynolds** (Role of the Media in Climate Change, Fall 15); **Jamal Baskin** (Communication Research Methods, Fall 15); **Joshua Glener** (Facebook Effect, Fall 15); **Laura Escobedo** (Intercultural Communication, Fall 15); **Sameh Ghazal** (Terrorism and Communication, Spring 16); **Alexander Alonzo** (Terrorism and Communication, Summer 16); **Nathalie Rosario** (Intercultural Communication, Summer 16); **Mary Kathryn Chambers** (Political Communication, Summer 16); **Trudia Richards** (Terrorism and Communication, Summer 16); **Katie Owsley** (Terrorism and Communication, Fall 16); **Vaughn Richmond** (Terrorism and Communication, Fall 16); **Latricia Pates** (Intercultural Communication, Fall 16); **Troy Sellers** (Intercultural Communication, Fall 16); **Rosangelly Rivera** (Intercultural Communication, Fall 16); **Shelby Kirkland** (Political Communication, Fall 16); **Gene Amoroso** (Terrorism and Communication, Fall 16); **Kyara Zegarra** (Intercultural Communication, Spring 17); **Maria Narsete** (Political Communication, Spring 17); **Austin Kelly** (Terrorism and Communication, Spring 17); **Frederick Cox** (Terrorism and Communication, Spring 17); **Molly Delaney** (Terrorism and Communication, Spring 17); **Kaitlin Parzuchowski** (Terrorism and Communication, Spring 17); **Connor Miley** (Terrorism and Communication, Spring 17); **Joseph Schanne** (Terrorism and Communication, Spring 17); **Tyler Spaedt** (Political Communication, Spring 17); **John O'Neal** (Terrorism and Communication, Spring 17); **Christopher Otero** (Communication Research Methods, Spring 17); **Rosangelly Rivera** (Terrorism and Communication, Spring 17); **Monika Leitonaite** (Political and Health Communication, Spring 17); **Jacqueline Thomas** (Terrorism and Communication, Summer 17); **Crystal Diaz** (Terrorism and Communication, Fall 17); **Samantha Roller** (New Media, Fall 17); **Maeven Rogers** (Terrorism and Communication, Spring 18); **Alexandria Wellington** (Terrorism and Communication, Spring 18); **Alanna McLaughlin** (Terrorism and Communication, Spring 18); and **Samantha Roller** (Terrorism and Communication, Spring 18)

Supervision of Internships (n=66)

- The objective of these internships is to offer students opportunities to acquire new kills through on-the-job training in their respected fields.
- At the end of each semester, the student must produce a detailed report of what they learned over the course of their internship and submit their report to me.
- Taken as a whole, the supervision of those internships has helped students carve a niche in their fields.

Undergraduate Students

Benjamin O'Donnell (Organizational Communication, UCF Athletics, Fall 10); **Erika Scharwath** (Organizational Communication in a private business, Fall 10); **Erika Scharwath** (Organizational Communication in a private business, Spring 11); **Stephanie Sebelle** (Public Communication, Summer 11); **Matthew Degelormo** (Organizational Communication in a private business, Fall 11); **Jonathan Miller** (Organizational Communication in a private business, Spring 12); **Amanda Newby** (Organizational Communication in a private business, Spring 12); **Raisa Ward** (Organizational Communication in a private business, Spring 12); **Fawaz Zakir** (Organizational Communication in a private business, Spring 12); **Michelle Quilit** (Marketing Communications and Social Media Networks, Summer 12); **Stephanie Piza** (Marketing Communications, Universal Studios, Summer 12); **Michelle Quilit** (Marketing Communications and Social Media Networks, Fall 12); **Stephanie Piza** (Marketing Communications, Universal Studios, Fall 12); **Allessia Calandra** (Marketing Communications, Tampa Bay Rays, Fall 12); **Samantha Reeder** (Organizational Communication, Axis Magazine, Spring 13); **Michael Gaudieri** (Marketing Communications, MMGY Global, Spring 13); **Stephen Williams** (Organizational Communication, Spring 13); **Carlee Nelson** (Marketing Communications, Fly South Music Group, Summer 13); **Samantha Hamilton** (Marketing Communications, Deltak Edu, Summer 13); **Rebecca Wilson** (Marketing Communications, Summer 13); **Olivia Cerezo** (Organizational Communication and Event Management, "An Affair to Remember," Summer 13); **Samantha Crum** (Marketing Communications, Creative Filter Group, Summer 13); **Ashlynn Hadd** (Marketing Communications, Summer 13); **Eric Fenech** (Organizational Communication, Fall 13); **Amanda Alvarez** (Mobile Application Development, Teeps, LLC, Fall 13); **Francesca D'Amiano** (Marketing and Public Relations, Lowndes, Drosdick, Doster, Kantor & Reed, Fall 13); **Brielle Florio** (Advertising and Marketing, Producers Group Advantage, Fall 13); **Lisandra Moreno** (Public Relations, Fall 13); **Michelle Nunez** (Social Marketing, IZEA, Fall 13); **Ailson Santos** (Organizational Communication, Orlando City Soccer Club, Fall 13); **Rashieda Witter** (Marketing Communications, Rent the Runway, Fall 13); **Maria Fernandez** (Organizational Communication, Spring 14); **Rachel Holmes** (Organizational Communication, Juvenile Diabetes Research Foundation, Spring 14); **Madison Siler** (Assistant to Public Communication for Melanie Pace, an on-air personality, Summer 15); **Thomas Schulte** (Organizational Communication, First Baptist Church of Winter Park, Summer 15); **Emilie Smart** (Organizational Communication, BMG Models and Talent, Summer 15); **Dominic Henriques** (Human Resource Executive Assistant, Central Truck & Equipment Repair, Inc., Fall 15); **Tamara Mino** (Social Media, MundoFox Central Florida, Fall 15); **Jamal Baskin** (Social Media, UCF Advancement/UCF Alumni Association, Fall 2015); **Megan Moulton** (Business Communication, M.E.I. Construction, Fall 15); **Lauren Keel** (Organizational Communication, Winter Park Chamber of Commerce, Fall 15); **Ricki Kapraun** (Social Media, Smooth Running, Fall 15); **Gilberto Tortolero** (Business Communication, KG&T Global Services, LLC, Fall 15); **Nathalie Rosario** (Organizational Communication, Council of 101, Fall 15); **Madeline Echelson** (Organizational Communication, Winter Park Memorial Hospital, Spring 16); **Sean Jennings** (New Media, HostDime.com, Spring 16); **Alexander Urquilla** (Organizational Communication, Orange County Government, Spring 16); **Yineth Bolanos** (Event Management, Hispanic Chamber of Commerce, Spring 16); **Tamara Mino** (Social Media, GC Media Experts, LLC, Spring 16); **Nathalie Rosario** (Organizational Communication, Council of 101/Orlando Museum of Art, Spring 16); **Arielle Mason** (Social Media, A Team Staffing, Summer 16); **Thomas Schulte** (Organizational Communication, First Baptist Church of Winter Park, Summer 16); **Sandra Dieguez** (Marketing Communications, No Limit Marketing and Advertising, Fall 16); **Lauren Damus** (Organizational Communication, Carl Black of Orlando, Fall 16); **Alejandra Jaramillo** (Social Media, IZEA, Inc., Spring 17); **Clifford Vanté** (Social Media, Fry Hammond Barr, Spring 17); **Catherine Tompkins** (Event Management, WUCF-FM 89.9, Spring 17); **Hannah Anderson** (New Media, Bisk, Summer 17); **Katherine Moran** (Organizational Communication, Body//Talk, Fall 17); **Luana Ortiz** (Marketing and Promotions, Entravision Communications, Fall 17); **Sandra Dieguez** (Media Operations, evōk Advertising, Fall 17); **Sarah Del Villar** (Organizational Communication, Flat Head Property, Fall 17); **Samantha Hoo** (Media Operations, UCF Athletics, Fall 17); **Nicholas Hogg** (Public Relations, Orlando Waves, Fall 17); and **Victoria Finzi-Smith** (Public Communication, Kate Spade New York, Spring 2018)

RESEARCH

Research Emphases

- **Overarching theme**: globalization

  - **Major areas**: international terrorism, social networks, human communication & technology, urbanization, corporate communication, cross-cultural adaptation, and health communication processes
  - **Minor areas**: diversity in college classrooms, social justice, and popular culture
- **Research methods**: content analysis, theoretical analysis, semiotics, and qualitative interviewing
- **Theories and frameworks**: Cognitive Resources Theory; Hofstede's cultural dimensions; Diffusion of Innovations (DoI); Dramaturgical Analysis; framing theory; glocalization; glurbanization; grobalization; hermeneutics; impression management; inoculation theory; memetic engineering; phenomenology; postmodernism; relativism; Social Network Analysis (SNA); social noise; Symbolic Convergence Theory; and symbolic interpretivism
- **Influences**: Kenneth Burke, Erving Goffman, Sebastian Gorka, Paul Grice, Jürgen Habermas, Sam Harris, Geert Hofstede, George Herbert Mead, Charles Sanders Peirce, RAND Corporation scholars, George Ritzer, Roland Robertson, Everett Rogers, Gabriel Weimann, and Ludwig Wittgenstein
- **Favorite quote on research**: "By academic freedom I understand the right to search for truth and to publish and teach what one holds to be true. This right implies also a duty: one must not conceal any part of what one has recognized to be true. It is evident that any restriction on academic freedom acts in such a way as to hamper the dissemination of knowledge among the people and thereby impedes national judgment and action" (**Albert Einstein**, "The Meaning of Academic Freedom," in *New Outlook*, 1954)

Publications (n=146)

Books

Matusitz, J. (2014). *Symbolism in terrorism: Motivation, communication, and behavior*. Lanham, MD: Rowman & Littlefield.

Matusitz, J. (2013). *Terrorism & communication: A critical introduction*. Thousand Oaks, CA: Sage.

Breen, G. M., & Matusitz, J. (2004). *The dissatisfied customer*. Bloomington, IN: AuthorHouse Press.

Journal Articles (Peer-Reviewed)

Matusitz, J. (in press). Brand management in terrorism: The case of Hezbollah. *Journal of Policing, Intelligence and Counter Terrorism*

Matusitz, J., Breen, G. M., & Wan, T. T. H. (in press). eHealth services to improve healthcare quality in U.S. nursing homes: A theoretical framework. *Journal of Evidence-Based Social Work*

Matusitz, J., & Simi, D. (in press). Pathways to sports leadership for Latinas in U.S. higher education. *Journal of Latinos and Education*

Ambrose, K., & Matusitz, J. (in press). Understanding Ebola in West Africa: Applying the human ecology theory. *Global Social Welfare*

Kunerth, V., Matusitz, J., & Breen, G. M. (in press). Examining a multi-national fashion apparel business: A communication perspective. *Journal of Human Behavior in the Social Environment*

Forrester, M., & Matusitz, J. (in press). PETA ad stunts: Effective and ethical advertising practices? *Journal of Human Behavior in the Social Environment*

Matusitz, J. (2017). Gender communal terrorism or war rape: Ten symbolic reasons. *Sexuality & Culture, 21*(3), 830-844.

Pafford, A., & Matusitz, J. (2017). ABC's Quantico: A critical discourse analysis of female superiority and racial

stereotypes. *Critical Studies in Television, 12*(3), 273-288.

Ruth, T., Matusitz, J., & Simi, D. (2017). Ethics of disenfranchisement and voting rights in the U.S.: Convicted felons, the homeless, and immigrants. *American Journal of Criminal Justice, 42*(1), 56-68.

Jackson, M. K., & Matusitz, J. (2017). Understanding Somali piracy through Cognitive Resources Theory. *African Review, 9*(1), 1-12.

Simi, D., & Matusitz, J. (2017). Glocalization of Subway in India: How a U.S. giant has adapted in the Asian subcontinent. *Journal of Asian and African Studies, 52*(5), 573-585.

Matusitz, J. (2016). A giant retailer in Argentina: Glocalization perspectives. *Portuguese Journal of Social Science, 15*(1), 111-127.

Matusitz, J. (2016). Euphemisms for terrorism: How dangerous are they? *Empedocles: European Journal for the Philosophy of Communication, 7*(2), 225-237.

Matusitz, J., & Olufowote, J. (2016). Visual motifs in Islamist terrorism: Applying Conceptual Metaphor Theory. *Journal of Applied Security Research, 11*(1), 18-32.

Olufowote, J., & Matusitz, J. (2016). "How dark a world it is…where mental health is poorly treated:" Mental illness frames in sermons given after the Sandy Hook shootings. *Health Communication, 31*(12), 1539-1547.

Harris, A. P., & Matusitz, J. (2016). The exile of Hansen's disease patients to Moloka'i: A diffusion of innovations (DoI) perspective. *Social Work in Public Health, 31*(4), 299-308.

Simi, D., & Matusitz, J. (2016). Positive race relations through Cuban music: A perspective from the Relational-Cultural Theory (RCT). *Dance, Movement and Spiritualities, 2*(3), 287-308.

Simi, D., & Matusitz, J. (2016). Ageism against older U.S. college students: A view from social closure theory. *Interchange: A Quarterly Review of Education, 47*(4), 391-408.

Terhune, V., & Matusitz, J. (2016). The Uighurs vs. the Chinese government: An application of realistic conflict theory. *Journal of Applied Security Research, 11*(2), 139-148.

Thomas, R., & Matusitz, J. (2016). Pet therapy in correctional institutions: A perspective from relational-cultural theory. *Journal of Evidence-Informed Social Work, 13*(2), 228-235.

Simi, D., & Matusitz, J. (2016). Native American students in U.S. higher education: A look from attachment theory. *Interchange: A Quarterly Review of Education, 47*(1), 91-108.

Matusitz, J. (2015). Bharti-Wal-Mart: A glocalization experience. *Journal of Asian and African Studies, 50*(1), 83-95.

Matusitz, J. (2015). Terrorism as spectacle: It's all for the audience. *Explorations in Media Ecology, 14*(1), 161-173.

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Matusitz, J., & Spear, J. (2015). Doctor-patient communication styles: A comparison between the U.S. and three Asian countries. *Journal of Human Behavior in the Social Environment, 25*(8), 871-884.

Matusitz, J., & Lord, L. (2015). Dialectical tensions in the Wal-Martization of the United States. *Journal of Transnational Management, 20*(3), 172-189.

Matusitz, J., & Davidson, A. (2015). Race of the future: Mixing of colors in the U.S. leading to one race? *Journal of*

Human Behavior in the Social Environment, 25(8), 857-870.

Keller, K., & Matusitz, J. (2015). Examining U.S. Navy SEALs through Cognitive Resources Theory (CRT). *Journal of Applied Security Research, 10*(3), 317-329.

Raneri, A., & Matusitz, J. (2015). Source representation in the communication of childhood immunisation. *Child Care in Practice, 21*(2), 114-127.

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Agiro, A., Matusitz, J., & Breen, G. M. (2015). Informal economic activities (IEAs) in industrialized nations: Insights from Belgium and the U.K. *Journal of Human Behavior in the Social Environment, 25*(5), 441-451.

Musambira, G., & Matusitz, J. (2015). Communication technology and culture: Analyzing selected cultural dimensions and human development indicators. *International Journal of Technology Management & Sustainable Development, 14*(1), 17-28.

Matusitz, J. (2014). Intercultural perspectives on cyberspace: An updated examination. *Journal of Human Behavior in the Social Environment, 24*(7), 713-724.

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Matusitz, J. (2014). Grobalization: An analysis of the Wal-Martization of the world. *Journal of International Food and Agribusiness Marketing, 26*(4), 298-315.

Matusitz, J. (2014). The role of intercultural communication in cyberterrorism. *Journal of Human Behavior in the Social Environment, 24*(7), 775-790.

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Matusitz, J., & Cowin, E. (2014). An evolutionary examination of the Royal Dutch Shell logo: Semiotic perspectives. *Journal of Creative Communications, 9*(2), 93-105.

Matusitz, J., & Spear, J. (2014). Effective doctor-patient communication: An updated examination. *Social Work in Public Health, 29*(3), 252-266.

McCovery, J., & Matusitz, J. (2014). Assessment of collaboration in U.S. healthcare delivery: A perspective from systems theory. *Social Work in Public Health, 29*(5), 451-461.

Simi, D., & Matusitz, J. (2014). War rape survivors of the Second Congo War: A perspective from Symbolic Convergence Theory (SCT). *Africa Review, 6*(2), 81-93.

Batchelder, A., & Matusitz, J. (2014). "Let's Move" campaign: Applying the Extended Parallel Process Model. *Social Work in Public Health, 29*(5), 462-472.

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Matusitz, J. (2013). The networks that fight cyberterrorist networks. *Journal of Human Behavior in the Social Environment, 23*(5), 616-626.

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of healthcare delivery to residents. *Aging Health, 9*(1), 25-33.

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Matusitz, J., & Musambira, G. (2013). Power distance, uncertainty avoidance, and technology: Analyzing Hofstede's dimensions and human development indicators. *Journal of Technology in Human Services, 31*(1), 42-60.

Matusitz, J., & Forrester, M. (2013). PETA making social noise: A perspective on shock advertising. *Portuguese Journal of Social Science, 12*(1), 85-100.

Matusitz, J., & Breen, G. M. (2013). Applying inoculation theory to the study of recidivism reduction in criminal prison inmates. *Journal of Evidence-Based Social Work, 10*(5), 455-465.

Matusitz, J., & Lord, L. (2013). Glocalization or grobalization of Wal-Mart in the U.S.? A qualitative analysis. *Journal of Organisational Transformation & Social Change, 10*(1), 81-100.

Olechowicz, K., & Matusitz, J. (2013). The motivations of Islamic martyrs: Applying the Collective Effort Model. *Current Psychology, 32,* 338-347.

Ruth, T., & Matusitz, J. (2013). Comparative standards of evidence in social work. *Journal of Evidence-Based Social Work, 10*(4), 285-298.

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Matusitz, J., & Cowin, E. (2012). A Peircean analysis of Apple's logo: From the beginning to its current version. *Visual Communications Journal, 48*(1), 17-25.

Matusitz, J., & Payano, P. (2012). Globalisation of popular culture: From Hollywood to Bollywood. *South Asia Research, 32*(2), 123-138.

Matusitz, J., & Breen, G. M. (2012). An examination of pack journalism as a form of groupthink: A theoretical and qualitative analysis. *Journal of Human Behavior in the Social Environment, 22*(7), 896-915.

Matusitz, J., & McCormick, J. (2012). Sedentarism: The effects of internet use on human obesity in the United States. *Social Work in Public Health, 27*(3), 250-269.

Reyers, A., & Matusitz, J. (2012). Emotional regulation at Walt Disney World: An impression management view. *Journal of Workplace Behavioral Health, 27*(3), 139-159.

Unlu, A., Matusitz, J., Breen, G. M., & Martin, L. (2012). The impact of 9/11 on information policy in the United States: A current perspective on homeland security and emergency management. *Journal of Applied Security Research, 7*(3), 320-340.

Minei, E., & Matusitz, J. (2012). Cyberspace as a new arena for terroristic propaganda: An updated examination. *Poiesis & Praxis, 9*(1), 163-176.

Breen, G. M., & Matusitz, J. (2012). Spiritual and religious communication: Intragroup conflict among Southern Baptist pastors. *Journal of Human Behavior in the Social Environment, 22*(3), 351-374.

Matusitz, J. (2011). Disney's successful adaptation in Hong Kong: A glocalization perspective. *Asia Pacific Journal of Management, 28*(4), 667-681.

Matusitz, J. (2011). Social network theory: A comparative analysis of the Jewish Revolt in Antiquity and the cyberterrorism incident over Kosovo. *Information Security Journal: A Global Perspective, 20*(1), 34-44.

Matusitz, J., & Minei, E. (2011). Cultural adaptation of an MNC in Mexico: A success story. *Transition Studies Review, 18*, 418-429.

Matusitz, J., & Breen, G. M. (2011). An examination of the social, behavioral, and cognitive influences of infamous individuals on media consumers. *Social Work in Public Health, 26*(5), 542-554.

Matusitz, J., & Breen, G. M. (2011). A solution-based examination of local, state, and national government groups combating terrorism and cyberterrorism. *Journal of Human Behavior in the Social Environment, 21*(2), 109-129.

Matusitz, J., & Leanza, K. (2011). ASDA: Organic growth of a retailer in the United Kingdom. *Journal of International Food and Agribusiness Marketing, 23*(2), 128-150.

Matusitz, J., & Kramer, E. M. (2011). A critique of Bernstein's *Beyond Objectivism and Relativism: Science, Hermeneutics, and Praxis*. *Poiesis & Praxis, 7*(4), 291-303.

Matusitz, J., & Payano, P. (2011). The Bollywood in Indian and American perceptions: A comparative analysis. *India Quarterly, 67*(1), 65-77.

Matusitz, J., & Breen, G. M. (2011). Applying communication theories toward designing compliance-gaining techniques in customer dissatisfaction. *PASOS: Journal of Tourism and Cultural Heritage, 9*(1), 37-46.

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Ruth, T., & Matusitz, J. (2011). Governance tools addressing the welfare issue in the U.S. *Journal of Policy Practice, 10*(4), 288-306.

DeMarco, M., & Matusitz, J. (2011). The impact of central-place theory on Wal-Mart. *Journal of Human Behavior in the Social Environment, 21*(2), 130-141.

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Matusitz, J. (2010). Glurbanization theory: An analysis of global cities. *International Review of Sociology, 20*(1), 1-14.

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Matusitz, J., & Reyers, A. (2010). A behemoth in India: Walmart and glocalisation. *South Asia Research, 30*(3), 233-252.

Matusitz, J., & Breen, G. M. (2010). Cyberterrorism: A description from multiple perspectives. *International Journal of Information Technology, 16*(1), 44-58.

Matusitz, J., Breen, G. M., Marathe, S. S., & Wan, T. T. H. (2010). Nurses in need of additional support: Web sites offering information in nursing environments. *Creative Nursing, 16*(3), 115-118.

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Matusitz, J., & Breen, G. M. (2010). Inoculation theory: A framework for the reduction of skin cancer. *Journal of Evidence-Based Social Work, 7*(3), 1-16.

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Matusitz, J. (2017). The communication of suicide terrorism. In U. Kumar (Ed.), *Handbook of suicidal behavior* (pp. 159-177). New York: Springer.

Matusitz, J. (2016). Martyrdom as a result of psychosocial resilience: The case of Palestinian suicide terrorists. In U. Kumar (Ed.), *The Routledge international handbook of psychosocial resilience* (pp. 285-295). New York: Routledge.

Matusitz, J. (2014). Suicide terrorism as social noise: A communicative perspective. In U. Kumar & M. K. Mandal (Eds.), *Understanding suicide terrorism: Psychosocial dynamics* (pp. 60-75). Thousand Oaks, CA: Sage.

Matusitz, J., & Breen, G. M. (2010). Telemedicine: Its effects on health communication. In G. L. Kreps (Ed.), *Health communication, Volume 4, Health communication and new information technologies (eHealth)* (pp. 289-309). London: Sage.

Matusitz, J., & O'Hair, D. (2008). The Internet and terrorist networks. In D. O'Hair, R. Heath, K. Ayotte, & G. R. Ledlow (Eds.), *Terrorism: Communication and rhetorical perspectives* (pp. 383-407). Cresskill, NJ: Hampton Press.

Miller, C., Matusitz, J., O'Hair, D., & Eckstein, J. (2008). The complexity of terrorism: Groups, semiotics, and the media. In D. O'Hair, R. Heath, K. Ayotte, & G. R. Ledlow (Eds.), *Terrorism: Communication and rhetorical perspectives* (pp. 43-66). Cresskill, NJ: Hampton Press.

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Matusitz, J. (2017). Glurbanization. In A. M. Orum (Ed.), *The Wiley Blackwell encyclopedia of urban and regional studies* (pp.). Chichester, West Sussex, England: John Wiley & Sons.

Matusitz, J. (2017). Semiotics. In M. Allen (Ed.), *SAGE encyclopedia of communication research methods* (pp. 1587-1590). Thousand Oaks, CA: Sage.

Matusitz, J. (2014). Inoculation effects. In T. L. Thompson (Ed.), *Encyclopedia of health communication* (pp. 721-723). Thousand Oaks, CA: Sage.

Matusitz, J. (2012). Cathedrals of Consumption. In G. Ritzer (Ed.), *The Blackwell encyclopedia of globalization* (pp. 168-170). Oxford: Wiley-Blackwell.

REVIEWS OF MY BOOKS

Simons, Greg (2016). Jonathan Matusitz, Terrorism and Communication: A Critical Introduction, Sage: Thousand Oaks, CA, 2013; 498 pp.: ISBN 978 1 4522 4028 2. *Media, War & Conflict*, *9*(3) 344-348. (http://www.ires.uu.se/digitalAssets/106/c_106386-l_1-k_review-matusitz-2016.pdf)

Kumar, Updesh (2015). Jonathan Matusitz, Symbolism in Terrorism: Motivation, Communication, and Behavior. Rowman & Littlefield Publishers, Maryland, 2014, 354 pp., $37.95, ISBN 978-1-4422-3578-6. *Strategic Analysis, 39*(3), 326-327. (http://www.tandfonline.com/doi/full/10.1080/09700161.2015.1022324)

Kobrin, Nancy H. (2014, November 11). *Symbolism in Terrorism: Motivation, Communication and Behavior*. Washington, D.C.: Family Security Matters. (http://www.familysecuritymatters.org/publications/detail/symbolism-in-terrorismmotivation-communication-and-behavior)

Schmid, Alex P. (2013). Jonathan Matusitz. Terrorism & Communication. A Critical Introduction. Thousand Oaks: Sage, 2013. 499 pp. ISBN: 978-1-4522-4028-2 (pbk.) US$ 65.00. *Perspectives on Terrorism, 7*(3). (http://www.terrorismanalysts.com/pt/index.php/pot/article/view/274/html)

IMPACT OF RESEARCH

Total Number of Citations (n=1308)

- Citations are by scholars other than myself (and other than my co-authors)
- Citations have been identified on Google Scholar, Google, and Web of Science

  - Number of citations in 2005 (**n=1**)

- Number of citations in 2006 (**n=2**)
- Number of citations in 2007 (**n=6**)
- Number of citations in 2008 (**n=10**)
- Number of citations in 2009 (**n=26**)
- Number of citations in 2010 (**n=51**)
- Number of citations in 2011 (**n=75**)
- Number of citations in 2012 (**n=89**)
- Number of citations in 2013 (**n=145**)
- Number of citations in 2014 (**n=215**)
- Number of citations in 2015 (**n=225**)
- Number of citations in 2016 (**n=282**)
- Number of citations in 2017 so far (**n=180**)

- A full list of citations for all my publications is available upon request

Comments on My Research Impact

- As of October 30th 2017, my publications have been cited in 1,308 academic sources (e.g., books, journal articles, textbooks, etc.). For example, Jonathan White, a renowned terrorism scholar, cited my research in *Terrorism and Homeland Security* (8th Ed.). Likewise, in a book titled *Terrorism in Cyberspace: The Next Generation*, Gabriel Weimann (2015), another international scholar on terrorism, cited my research as well. In 2016, Brigitte Nacos, a Professor in political science at Columbia University, in her book titled *Mass-Mediated Terrorism: Mainstream and Digital Media in Terrorism and Counterterrorism* (3rd Ed.), cited my research from my *Symbolism in Terrorism* book.
- Of the twenty tenure-track faculty in the Nicholson School of Communication, only three of them have more citations (Google Scholar again).
- By further comparison, according to an article published in the *Electrical Journal of Communication* (Volume 22, Number 1, 2012), the highest number of overall citations for communication faculty was attributed to the University of Pennsylvania. The average number was 910 citations (http://www.cios.org/EJCPUBLIC/022/1/022122.html).
- Eighteen of my publications have at least 20 citations.
- One book alone, Matusitz, J. (2013). *Terrorism & communication: A critical introduction*. Thousand Oaks, CA: Sage, has already been cited 127 times by other scholars.
- Likewise, Matusitz, J., & Breen, G. M. (2007). Telemedicine: Its effects on health communication. *Health Communication, 21*(1), 73-83, has already been cited 84 times by other scholars.
- Dr. Jack Landman Goldsmith, Professor of Law at **Harvard Law School**, lectured on "The Cyber Threat" at Case Western Reserve University on March 23, 2010. He used "Matusitz, J. (2008). Cyberterrorism: Postmodern state of chaos. *Information Security Journal: A Global Perspective, 17*(4), 179-187" as one of his references.

Top-Downloaded Articles

- According to the Springer website, my article titled "Disney's successful adaptation in Hong Kong: A glocalization perspective" (in the *Asia Pacific Journal of Management, 28*(2), 1-15) was the **top-downloaded article of the year 2011**, with over 1,000 downloads, surpassing two articles by Geert Hofstede.
- In the Social Sciences Citation Index, the Impact Factor of the *Asia Pacific Journal of Management* was 4.099 for the 2012 Journal Citation Reports, published in 2013. By comparison, the 2011 Impact Factor for *Communication Monographs* was 2.540; *Journal of Communication* (2.452); *Human Communication Research* (1.836).
- According to the Sage rankings of "most-read articles," Matusitz and Payano's (2011). "The Bollywood in Indian and American perceptions: A comparative analysis" (in *India Quarterly, 67*(1), 65-77) was the **second most-read article** (out of 50) for *India Quarterly* in the spring of 2012 (http://iqq.sagepub.com/reports/most-read).

- According to Taylor & Francis, Matusitz, J. (2014). Grobalization: An analysis of the Wal-Martization of the world. *Journal of International Food and Agribusiness Marketing, 26*(4), 298-315 was included in an online article collection featuring the most downloaded articles published in Routledge Social Sciences journals in 2014. The collection features the **top three most downloaded articles** that were published and downloaded in 2014 in each Routledge Social Sciences journal (http://bit.ly/social-sciences-most-read)

Research Quoted and Translated in Foreign Languages

- In its February 2010 issue, Deutsches Ärzteblatt, the **German Medical Association**'s official international science journal, summarized (in German) Breen and Matusitz's (2009) study titled "An Updated Examination of the Effects of Illegal Drug Use in the Workplace" (*Journal of Human Behavior in the Social Environment, 19*(4), 434-447).
- My research has been mentioned many times in **Reporte Indigo**, a Mexican daily magazine on life published in Guadalajara and Monterrey. The magazine is read by about 300,000 people.
- According to several search engines, some of my articles have been quoted, cited, or translated (in part) by other academics or writers in more than a dozen languages: German, Dutch, Spanish, Catalan, French, Portuguese, Greek, Czech, Swedish, Finnish, Turkish, Indonesian, Chinese, and Korean.

Acknowledgement of My Research by the U.S. Government

- The **Supreme Court of the United States**, in the NASA v. NELSON court case (No. 09-530) which was settled on January 19, 2011, referenced Breen and Matusitz's (2009) study titled "An Updated Examination of the Effects of Illegal Drug Use in the Workplace" (*Journal of Human Behavior in the Social Environment, 19*(4), 434-447) to confirm the negative correlation between illicit drug use and workplace productivity. The document is available at http://www.criminaldefensebarassociation.com/publiced/preview/briefs/pdfs/09-10/09-530_Petitioner.pdf
- The United States District Court, **Southern District of Florida**, in a case titled *American Federation of State, County and Municipal Employees* (*AFSCME*) *vs. Rick Scott* (November 2011), cited the same Breen & Matusitz article.
- The **U.S. Congress**, at the Hearing Before the Subcommittee on Research Committee on Science House of Representatives, on November 10, 2005 (No. 109-32), referenced O'Hair, D., Matusitz, J., & Eckstein, J. (in press). The role of communication in terrorism. In D. O'Hair, R. Heath, K. Ayotte, & G. Ledlow (Eds.), *Terrorism: Communication and rhetorical perspectives*. Cresskill, NJ: Hampton Press. The document is available at http://commdocs.house.gov/committees/science/hsy24463.000/hsy24463_0.htm
- The Joint Special Operations University (JSOU) contacted me personally to participate in its Joint Senior Psychological Operations Seminar in Tampa, FL (in December 2012).

Acknowledgement of My Research by International Governments

- Dr. Updesh Kumar, from the **Ministry of Defense in India**, contacted me personally to contribute research on suicide terrorism for "Understanding Suicide Terrorism: Psychosocial Dynamics" (published by Sage) and other similar publishing venues. It is a project undertaken by the Defense Institute of Psychological Research (DIPR), India's premier research laboratory of the Defense R&D.
- Dr. Kumar was also the DRDO Scientist of the Year Award recipient in 2014. DRDO stands for Defence Research & Development Organisation. In fall 2014, I was invited to collaborate a second time with Dr. Updesh Kumar: "Martyrdom as a Result of Psychosocial Resilience: The Case of Palestinian Suicide Terrorists (in *Resilience: A psychosocial perspective*, to be published by Sage).
- In 2014, the **European Union**, in its European Regional Development Fund (ERDF), published the Hungary-Romania Cross-Border Co-operation Programme 2007-2013. In its publication, it cited Breen G. M., & Matusitz, J. (2010). An evolutionary examination of telemedicine: A health and computer-mediated communication perspective. *Social Work in Public Health, 25*, 59-71.
- In 2014, the National Institute for Health and Care Excellence (NICE), serving the **National Health Service** (**NHS**) in the U.K., in a publication titled "Sunlight Exposure: Communicating the Benefits and Risks of Ultraviolet Light to the General Population: Barriers and Facilitators Review," cited Matusitz, J., & Breen, G. M. (2010). Inoculation theory: A framework for the reduction of skin cancer. *Journal of Evidence-Based Social Work, 7*(3), 1-16.

- In 2015, the Intelligence System for the Security of the Republic, **Government of Italy**, in a monograph titled "Modernità e tradizione nella propaganda," cited Matusitz, J. (2014). *Symbolism in terrorism: Motivation, communication, and behavior*. Lanham, MD: Rowman & Littlefield.
- In 2016, the Organization for the Security and Cooperation of Europe (2016), the **world's largest security-oriented** intergovernmental organization, in a monograph titled "Revisiting the Progress of the Action Plan for Combating Trafficking in Human Beings: Cyberterrorism in Europe," cited Matusitz, J., & Minei, E. (2009). Cyberterrorism: Its effects on health-related infrastructures. *Journal of Digital Forensic Practice, 2*(4), 161-171.
- In 2016, the Geneva International Model United Nations (GIMUN), a bilingual English-French UN simulation at the Geneva UN headquarters, in a monograph titled "Disarmament and International Security Committee," cited Matusitz, J. (2012). *Terrorism & communication: A critical introduction*. Thousand Oaks, CA: Sage.

Implications of My Work in Law Enforcement

- The Federal Bureau of Investigation (FBI), in January 2015, acquired Matusitz, J. (2014). *Symbolism in terrorism*. Lanham, MD: Rowman & Littlefield (http://fbilibrary.fbiacademy.edu/newacquisitions.html)
- The National Police Library in the U.K., in July 2016, acquired Matusitz, J. (2014). *Symbolism in terrorism: Motivation, communication, and behavior*. Lanham, MD: Rowman & Littlefield.
- The Philadelphia Collaborative Violence Prevention Center (PCVPC) referenced my work in its November 15, 2010 workshop: Breen, G. M., & Matusitz, J. (2009). Preventing youths from joining gangs: How to apply inoculation theory. *Journal of Applied Security Research, 4*(1), 109-128.
- The Canadian Police College listed my following publication in its Cybercrime Department: Matusitz, J. (2008). Cyberterrorism: Postmodern state of chaos. *Information Security Journal: A Global Perspective, 17*(4), 179-187.

American Universities Using My Work as Required Reading (n=44)

- According to several search engines, my publications have been assigned as readings in undergraduate and graduate courses at 44 different American universities (as of January 2017). A list of all universities is available upon request. Examples are listed below:
- **Princeton University**, Spring 2011, Dr. Miguel Centeno, Course: Topics in Development: Policy Implications of Globalization (SOC577), using Matusitz, J., & Leanza, K. (2009). Wal-Mart: An analysis of the glocalization of the cathedral of consumption in China. *Globalizations, 6*(2), 187-205.
- **Brown University**, Fall 2010, International Relations 1280, Dr. Minh A. Luong, using Matusitz, J. (2008). Similarities between terrorist networks in Antiquity and present-day cyberterrorist networks. *Trends in Organized Crime, 11*(2), 183-199.
- **Colorado State University**, Spring 2017, NRRT 320 International Issues – Recreation and Tourism, Dr. Claudia Green, using Matusitz, J. (2010). Disneyland Paris: A case analysis demonstrating how glocalization works. *Journal of Strategic Marketing, 18*(3), 219-233.
- **University of Southern California**, Fall 2009, Dr. Margaret McLaughlin, Course: Communication Technology for Health and Social Services (COMM 620), using Matusitz, J., & Breen, G. M. (2007). Telemedicine: Its effects on health communication. *Health Communication, 21*(1), 73-83.
- **George Mason University**, Spring 2011, Dr. Gary Kreps, E-Health Communication (COMM 721), using Matusitz, J., & Breen, G. M. (2007). Telemedicine: Its effects on health communication. *Health Communication, 21*(1), 73-83.
- **Rutgers University**, Spring 2014, Introduction to International Relations (Course: 790:102:12), Cristina Gherasimov, using Matusitz, J. (2012). *Terrorism & communication: A critical introduction*. Thousand Oaks, CA: Sage.
- **Georgetown University**, Spring 2015, Critical Studies on Political Violence: Terrorism, Communications and Discourse (JUPS 402-01), Dr. Michael Loadenthal, using Matusitz, J. (2012). *Terrorism & communication: A critical introduction*. Thousand Oaks, CA: Sage.

International Universities Using My Work as Required Reading (n=59)

- According to the same search engines, my publications have been assigned as readings in undergraduate and graduate courses at 59 different international universities (as of January 2017). A list of all universities is available upon request. Examples are listed below:

- **London School of Economics**, 2014/2015, GY448 - Social and Political Aspects of Regional and Urban Planning, Michaelmas Term, using Matusitz, J. (2010). Collapsing the global and the local through interscalar strategies: A glurbanization perspective. *Planning Theory, 9*(1), 6-27.
- **King's College London**, Fall 2013, 7SSWM048 The Social Dimensions of Terrorism, using Matusitz, J. (2012). *Terrorism & communication: A critical introduction*. Thousand Oaks, CA: Sage.
- **Bar-Ilan University** (Israel), Fall 2014, Terrorism, Homeland Security and Communication (71-018 -01), Dr. Shlomo Shapira, using Matusitz, J. (2012). *Terrorism & communication: A critical introduction*. Thousand Oaks, CA: Sage.
- **University of Hong Kong**, Spring 2011, Principles of Management (BUSI 1007), Dr. Derek Man, using Matusitz, J. (2011). Disney's successful adaptation in Hong Kong: A glocalization perspective. *Asia Pacific Journal of Management, 28*(4), 667-681.
- **Université Laval**, Quebec City (Canada), Spring 2011, Communication Publique et Santé (COM 7003), Dr. Manon Niquette, using Matusitz, J., & Breen, G. M. (2007). E-health: A new kind of telemedicine. *Social Work in Public Health, 23*(1), 95-113.
- **Uppsala University** (Sweden), Fall 2014, Mass Media and Contemporary Armed Conflict (2FK033), using Matusitz, J. (2012). *Terrorism & communication: A critical introduction*. Thousand Oaks, CA: Sage.
- **University of Portsmouth** (UK), Fall 2014-Spring 2015, U21230: Essentials of Marketing, Mick Hayes, using Matusitz, J. (2010). Disneyland Paris: A case analysis demonstrating how glocalization works. *Journal of Strategic Marketing, 18*(3), 219-233.

FACULTY-STUDENT RESEARCH COLLABORATIONS (n=106)

- Number of students involved in research (**n=67**)
- Number of students already published (**n=39**)
- Total number of those research papers published (**n=62**)

Nicholson School of Communication: Graduate Students

Aileen Sousa ("Cyberterrorism in Telemedicine: A New Threat to Computer-Mediated Communication Systems," Gerald-Mark Breen, Jonathan Matusitz**,** & Aileen Sousa), in *eHealth International Journal* (**published**)

Elizabeth Minei ("Cyberterrorism: Its Effects on Health-Related Infrastructures," Jonathan Matusitz & Elizabeth Minei), in *Journal of Digital Forensic Practice* (**published**)

Maya Forrester ("Successful Glocalization Practices: The Case of Seiyu in Japan," Jonathan Matusitz & Maya Forrester), in *Journal of Transnational Management* (**published**)

Michael Repass ("Gangs in Nigeria: An Updated Examination," Jonathan Matusitz & Michael Repass), in *Crime, Law, and Social Change* (**published**)

Michael Repass ("Problematic Integration Theory: Implications of Supportive Communication for Breast Cancer Patients," Michael Repass & Jonathan Matusitz), in *Health Care for Women International* (**published**)

Anne Reyers ("A Behemoth in India: Glocalization Perspectives," Jonathan Matusitz & Anne Reyers), in *South Asia Research* (**published**)

Maya Forrester ("A Narrowing Digital Divide: The Impact of the Internet on Youth Political Participation," Maya Forrester & Jonathan Matusitz), in *Communicare* (**published**)

Elizabeth Minei ("Cyberterrorist Messages and Their Effects on Targets: A Qualitative Analysis," Elizabeth Minei & Jonathan Matusitz), in *Journal of Human Behavior in the Social Environment* (**published**)

Elizabeth Minei ("Cultural Adaptation of an MNC in Mexico: A Success Story," Jonathan Matusitz & Elizabeth Minei), in *Transition Studies Review* (**published**)

Erica Cowin ("The Ongoing Transformation of the McDonald's Logo: A Semiotic Perspective," Erica Cowin & Jonathan Matusitz), in *Journal of Visual Literacy* (**published**)

Jennifer Spear ("Effective Doctor-Patient Communication: An Updated Examination," Jonathan Matusitz & Jennifer Spear), in *Social Work in Public Health* (**published**)

Anne Reyers ("Emotional Regulation at Walt Disney World: An Impression Management View," Anne Reyers & Jonathan Matusitz), in *Journal of Workplace Behavioral Health* (**published**)

Erica Cowin ("A Peircean Analysis of Apple's Logo: From the Beginning to Its Current Version," Jonathan Matusitz & Erica Cowin), in *Visual Communications Journal* (**published**)
Elizabeth Minei ("Cyberterrorist Messages: A Semiotic Perspective," Elizabeth Minei & Jonathan Matusitz), in *Semiotica: Journal of the International Association for Semiotic Studies* (**published**)
Laura Lord ("Glocalization or Grobalization of Wal-Mart in the U.S.? A Qualitative Analysis," Jonathan Matusitz & Laura Lord), in *Journal of Organisational Transformation & Social Change* (**published**)
Elizabeth Minei ("Cyberspace as a New Arena for Terroristic Propaganda: An Updated Examination," Elizabeth Minei & Jonathan Matusitz), in *Poiesis & Praxis* (**published**)
Maya Forrester ("PETA Making Social Noise: A Perspective on Shock Advertising," Jonathan Matusitz & Maya Forrester), in *Portuguese Journal of Social Science* (**published**)
Elizabeth Minei ("New Trends in Globalization: An Examination of the Brazilian Case," Jonathan Matusitz & Elizabeth Minei), in *Social Change* (**published**)
Jacqueline Martin ("The Application of Self-Determination Theory to Eating Disorders," Jonathan Matusitz & Jacqueline Martin), in *Journal of Creativity in Mental Health* (**published**)
Lauren Palermo ("The Disneyfication of the World: A Grobalization Perspective," Jonathan Matusitz & Lauren Palermo), in *Journal of Organizational Transformation & Social Change* (**published**)
Maya Forrester ("PETA Ad Stunts: Effective and Ethical Advertising Practices?" Maya Forrester & Jonathan Matusitz), in *Journal of Human Behavior in the Social Environment* (**published**)
Elizabeth Minei ("Diffusion and Glocalization: Dialectical Tensions for Wal-Mart de México," Elizabeth Minei & Jonathan Matusitz), in *Global Business Perspectives* (**published**)
Alicia Batchelder ("'Let's Move" Campaign: Applying the Extended Parallel Process Model," Alicia Batchelder & Jonathan Matusitz), in *Social Work in Public Health* (**published**)
Jarred McCovery ("Assessment of Collaboration in U.S. Healthcare Delivery: A Perspective from Systems Theory," Jarred McCovery & Jonathan Matusitz), in *Social Work in Public Health* (**published**)
Erica Cowin ("An Evolutionary Examination of the Royal Dutch Shell Logo: Semiotic Perspectives," Jonathan Matusitz & Erica Cowin), in *Journal of Creative Communications* (**published**)
April Raneri ("Source Representation in the Communication of Childhood Immunization," April Raneri & Jonathan Matusitz), in *Child Care in Practice* (**published**)
Ann Davidson ("Race of the Future: Mixing of Colors in the U.S. Leading to One Race?" Jonathan Matusitz & Ann Davidson), in *Journal of Human Behavior in the Social Environment* (**published**)
Laura Lord ("Dialectical Tensions in the Wal-Martization of the United States," Jonathan Matusitz & Laura Lord), in *Journal of Transnational Management* (**published**)
Demi Simi ("Glocalization of Subway in India: How a U.S. Giant Has Adapted in the Asian Subcontinent," Demi Simi & Jonathan Matusitz), in *Journal of Asian and African Studies* (**published**)
Jennifer Spear ("Doctor-Patient Communication Styles: A Comparison between the U.S. and Three Asian Countries," Jonathan Matusitz & Jennifer Spear), in *Journal of Human Behavior in the Social Environment* (**published**)
Demi Simi ("Native American Students in U.S. Higher Education: A Look from Attachment Theory," Demi Simi & Jonathan Matusitz), in *Interchange: A Quarterly Review of Education* (**published**)
Adrea Pitman Harris ("The Exile of Hansen's Disease Patients to Moloka'i: A Diffusion of Innovations (DoI) Perspective," Adrea Pitman Harris & Jonathan Matusitz), in *Social Work in Public Health* (**published**)
Demi Simi ("Ageism against Older U.S. College Students: A View from Social Closure Theory," Demi Simi & Jonathan Matusitz), in *Interchange: A Quarterly Review of Education* (**published**)
Audrey Pafford ("ABC's *Quantico*: A Critical Discourse Analysis of Female Superiority and Racial Stereotypes," Audrey Pafford & Jonathan Matusitz), in *Critical Studies in Television* (**published**)
Demi Simi ("Pathways to Sports Leadership for Latinas in U.S. Higher Education," Jonathan Matusitz & Demi Simi), submitted to *Journal of Latinos and Education* (**published**)
Demi Simi ("Celebrity Manufacture Theory: Revisiting the Theorization of Celebrity Culture," Jonathan Matusitz & Demi Simi), submitted to *International Journal of Cultural Studies*
Demi Simi ("Social Media Paradox Theory: Why Social Media Are Both Enabling and Disabling," Jonathan Matusitz & Demi Simi), submitted to *Bulletin of Science, Technology, & Society*
Demi Simi ("Feminevil: The Chechen Black Widows' Symbolic Terrorism," Demi Simi & Jonathan Matusitz), submitted to *International Review of Sociology*
Darcey McCampbell ("Disabled Patients Discriminated by Ableist Language in the U.S.: The Effects of Social Support Networks," Darcey McCampbell & Jonathan Matusitz), submitted to *Journal of Counseling & Development*
Ana Hidalgo ("Addicted to Power: A Content Analysis of Martin Scorsese's *The Wolf of Wall Street*," Ana Hidalgo &

Jonathan Matusitz), submitted to *Catalan Journal of Communication & Cultural Studies*

Tiany Sousa ("Youth TV Channels' Facebook Fan Pages: A Content Analysis," Tiany Sousa & Jonathan Matusitz), submitted to *International Journal of Digital Television*

April Raneri ("Source Representation and Framing in Childhood Immunization Communication: A Quantitative Textual Analysis," April Raneri & Jonathan Matusitz), submitted to *Child Care in Practice*

Demi Simi ("Ageism in U.S. Higher Education: A Perspective from Social Closure Theory," Demi Simi & Jonathan Matusitz), submitted to *Ageing International*

Jeremy Boyd ("Professional Wrestling in the U.S. and Japan: An Intertextual Analysis," Jeremy Boyd & Jonathan Matusitz), submitted to *Critical Arts*

Tara Allard ("*Peter Pan*: A Compositional Interpretation of the 2003 Motion Picture"), Tara Allard & Jonathan Matusitz), submitted to *Journal of Adaptation in Film & Performance*

Adria McCardy ("Power in *Hidden Figures*: A Critical Discourse Analysis," Adria McCardy & Jonathan Matusitz), submitted to *Critical Sociology*

Bianca Oliveira ("A Compositional Interpretation of *La La Land*," Bianca Oliveira & Jonathan Matusitz), submitted to *Film International*

Emily Helsel ("The Digital Assistant: A Critical Discourse Analysis," Emily Helsel & Jonathan Matusitz), submitted to *Journal of Technology in Human Services*

Rodrigo Soares ("Turning off the Campaign Mode? An Analysis of U.S. Presidential Acceptance and Inaugural Speeches," Rodrigo Soares & Jonathan Matusitz), submitted to *Language and Communication*

Chandler Dobiyanski ("Understanding the ISIS Exploitation of the European Migrant Crisis through the Lens of Social Movement Theory (SMT)," Chandler Dobiyanski & Jonathan Matusitz), *in preparation*

Tara Allard ("The Culture Industry in the Aftermath of 9/11: Tales of Prophets and End Times," Tara Allard & Jonathan Matusitz), *in preparation*

Kyle Romberg ("Rational Choice Theory to Explain ISIS's Destruction of St. Elijah's Monastery," Kyle Romberg & Jonathan Matusitz), *in preparation*

Paige Moorhead ("Symbolic Convergence Theory: Education in the World of ISIS," Paige Moorhead & Jonathan Matusitz), *in preparation*

Anne Reyers ("Emotional Regulation for Walt Disney World On-Stage Employees," Anne Reyers & Jonathan Matusitz), *in preparation*

Nicholson School of Communication: Undergraduate Students

Kristin Leanza ("Wal-Mart: An Analysis of the Glocalization of the Cathedral of Consumption in China," Jonathan Matusitz & Kristin Leanza), in *Globalizations* (**published**)

John McCormick ("The Impact on U.S. Society of Noise-induced and Music-induced Hearing Loss Caused by Personal Media Players," John McCormick & Jonathan Matusitz), in *International Journal of Listening* (**published**)

Michael DeMarco ("The Impact of Central-Place Theory on Wal-Mart," Michael DeMarco & Jonathan Matusitz), in *Journal of Human Behavior in the Social Environment* (**published**)

Kristin Leanza ("ASDA: Organic Growth of a Retailer in the United Kingdom?" Jonathan Matusitz & Kristin Leanza), in *Journal of International Food and Agribusiness Marketing* (**published**)

John McCormick ("Sedentarism: The Effects of Internet Use on Human Obesity in the United States," Jonathan Matusitz & John McCormick), submitted to *Social Work in Public Health* (**published**)

Rebecca Vandegrift ("Path-Goal Theory: A Successful Columbia Records Story," Rebecca Vandegrift & Jonathan Matusitz), in *Journal of Human Behavior in the Social Environment* (**published**)

Pam Payano ("The Bollywood in Indian and American Perceptions: A Comparative Analysis," Jonathan Matusitz & Pam Payano), in *India Quarterly* (**published**)

Pam Payano ("Globalisation of popular culture: From Hollywood to Bollywood," Jonathan Matusitz & Pam Payano), in *South Asia Research* (**published**)

Thomas J. Woolford ("The Memetic Engineering of Anonymous, the Cyberterrorist Group," Thomas J. Woolford & Jonathan Matusitz), in *International Journal of Cyber Warfare and Terrorism* (**published**)

Taylor Armstrong ("Hezbollah as a Group Phenomenon: Differential Association Theory," Taylor Armstrong & Jonathan Matusitz), in *Journal of Human Behavior in the Social Environment* (**published**)

Kari Olechowicz ("The Motivations of Islamic Martyrs: Applying the Collective Effort Model," Kari Olechowicz & Jonathan Matusitz), in *Current Psychology* (**published**)

Demi Simi ("War Rape Survivors of the Second Congo War: A Perspective from Symbolic Convergence Theory (SCT)," Demi Simi & Jonathan Matusitz), in *Africa Review* (**published**)
Rita Thomas ("Pet Therapy in Correctional Institutions: A Perspective from Relational-Cultural Theory," Rita Thomas & Jonathan Matusitz), in *Journal of Evidence- Informed Social Work* (**published**)
Kayla Keller ("Examining U.S. Navy SEALs though Cognitive Resources Theory (CRT)," Kayla Keller & Jonathan Matusitz), in *Journal of Applied Security Research* (**published**)
Victoria Terhune ("The Uighurs vs. the Chinese Government: An Application of Realistic Conflict Theory," Victoria Terhune & Jonathan Matusitz), in *Journal of Applied Security Research* (**published**)
Demi Simi ("Positive Race Relations through Cuban Music: A Perspective from the Relational-Cultural Theory (RCT)," Demi Simi & Jonathan Matusitz), in *Dance, Movement and Spiritualities* (**published**)
Mary Kathryn Jackson ("Understanding Somali Piracy through Cognitive Resources Theory," Mary Kathryn Jackson & Jonathan Matusitz), in *African Review* (**published**)
Ambrose, Kathleen ("Understanding Ebola in West Africa: Applying the Human Ecology Theory," Kathleen Ambrose & Jonathan Matusitz), in *Global Social Welfare* (**published**)
Heather Madsen ("Benefits of Google Technologies for Organizations: Perspectives from Adaptive Structuration Theory," Heather Madsen & Jonathan Matusitz), submitted to *Cognition Technology & Work*
Christine Deeter ("Homosexuals in Singapore: An Outlook from Relational Dialectics Theory"), Christine Deeter & Jonathan Matusitz, submitted to *Journal of Human Behavior in the Social Environment*
Derek McGrath ("Understanding Uighur Terrorism: The Human Needs Theory," Derek McGrath & Jonathan Matusitz), submitted to *China Report*
Demi Simi ("U.S. Government Deception in the Luis Posada Scandal: Information Manipulation Theory (IMT)," Demi Simi & Jonathan Matusitz), submitted to *International Politics*
Demi Simi ("Improving Cultural Diversity in U.S. Higher Education: General Perspectives," Demi Simi & Jonathan Matusitz), submitted to *International Journal for Educational and Vocational Guidance*
Alaina Rahaim ("Patty Hearst and the Symbionese Liberation Army (SLA): An Examination through Differential Association Theory," Alaina Rahaim & Jonathan Matusitz), submitted to *Security Journal*
Peter Karleskint ("Compliance-Gaining Theory as a Method to Analyze U.S. Support of the Free Syrian Army (FSA)," Peter Karleskint & Jonathan Matusitz), submitted to *Journal of Applied Security Research*
Sarah Ponder ("Examining ISIS Recruitment through Relational Development Theory," Sarah Ponder & Jonathan Matusitz), submitted to *Connections: The Quarterly Journal*
Jessica DeNunzio ("Understanding Explosive Ordnance Disposal (EOD) Training through Cognitive Resources Theory," Jessica DeNunzio & Jonathan Matusitz), submitted to *Sensing and Imagining*
Katie Owsley ("Understanding Jihadist Nasheeds through Symbolic Convergence Theory (SCT)," Jonathan Matusitz & Katie Owsley), submitted to *Terrorism and Political Violence*
Alaina Rahaim ("ISIS Leadership vs. Leadership in the *Harry Potter* Series: A Comparison Based on Symbolic Learning Theory," Jonathan Matusitz & Alaina Rahaim), submitted to *Psychological Studies*
David Ochoa ("Agenda-Setting Theory in the U.S. Media: A Comparative Analysis of Terrorist Attacks in France and Nigeria," Jonathan Matusitz & David Ochoa), submitted to *Journal of Applied Journalism & Media Studies*
Dylan Silverglate ("Applying Image Restoration Theory to Understand the Provisional Irish Republican Army's (PIRA) Image Repair Strategies," Dylan Silverglate & Jonathan Matusitz), submitted to *International Journal of Strategic Communication*
Christina Lubczynski ("Understanding the Civil War in Yemen through Human Needs Theory," Christina Lubczynski & Jonathan Matusitz), submitted to *Ethnopolitics*
Daniel de Zayas ("Understanding the Dissemination of ISIS Beheading Videos through the Diffusion of Innovations (DoI) Theory," Daniel de Zayas & Jonathan Matusitz), submitted to *Media, War & Conflict*
Molly Delaney ("A Communication Perspective of the Holocaust through Symbolic Convergence Theory (SCT)," Molly Delaney & Jonathan Matusitz), *in preparation*
Athena Kratsas ("Pallywood: The Palestinian Production," Athena Kratsas & Jonathan Matusitz), *in preparation*

Rachel Morgan ("Applying Cognitive Resources Theory to Analyze Anti-Terrorist Measures against the Boston Marathon Bombers," Rachel Morgan & Jonathan Matusitz), *in preparation*
Peter Karleskint ("The Symbolic Trinity in the Ku Klux Klan: A Closer Look at Group Cohesion," Peter Karleskint & Jonathan Matusitz), *in preparation*
Bethany Richardson ("Speech Code Theory: An Analysis of Pakistan's Blasphemy Laws," Bethany Richardson & Jonathan Matusitz), *in preparation*

Kathleen Uridel ("Media Dependency Theory and the Benghazi Attacks," Kathleen Uridel & Jonathan Matusitz), *in preparation*

Joseph Nugent ("The Beslan School Hostage Crisis: A Perspective of Relational Development," Joseph Nugent & Jonathan Matusitz), *in preparation*

College of Public Affairs: Graduate Students

Yildirim Uryan ("A Comparative Analysis of Modern-Day Aviation Security: A Comprehensive Understanding of Public and Private Systems at the Global Level," Yildirim Uryan, Gerald-Mark Breen, & Jonathan Matusitz), in *Journal of Homeland Security* (**published**)

Yildirim Uryan ("Improving Quality of Life for Seniors: New Governance Tools," Yildirim Uryan, Jonathan Matusitz, & Gerald-Mark Breen), in *Ageing International* (**published**)

Abiy Agiro ("Housing Vouchers, Benefits and Allowances (VBAs): Comparing Rental Tools in the U.S., Britain, and the Netherlands," Abiy Agiro & Jonathan Matusitz), in *International Journal of Housing Policy* (**published**)

Terrance Ruth ("Comparative Standards of Evidence in Social Work," Terrance Ruth & Jonathan Matusitz), in *Journal of Evidence-Based Social Work* (**published**)

Terrance Ruth ("Governance Tools Addressing the Welfare Issue in the U.S.," Terrance Ruth & Jonathan Matusitz), in *Journal of Policy Practice* (**published**)

Ali Unlu ("The Impact of 9/11 on Information Policy in the United States: A Current Perspective on Homeland Security and Emergency Management," Ali Unlu, Jonathan Matusitz, Gerald-Mark Breen, & Lawrence Martin), in *Journal of Applied Security Research* (**published**)

Ismail Sahin ("Using Network Theory to Improve Outcomes for Drug Law Enforcement Agencies," Ismail Sahin & Jonathan Matusitz), in *Journal of Policy Practice* (**published**)

Abiy Agiro ("Informal Economic Activities (IEAs) in Industrialized Nations: Insights from Belgium and the U.K.," Abiy Agiro, Jonathan Matusitz, & Gerald-Mark Breen), in *Journal of Human Behavior in the Social Environment* (**published**)

Terrance Ruth ("Understanding Predatory Organized Crime (POC) through Network Governance Theory," Terrance Ruth, Jonathan Matusitz, & Thomas T. H. Wan), in *Social Change* (**published**)

Terrance Ruth ("Ethics of Disenfranchisement and Voting Rights in the U.S.: Convicted Felons, the Homeless, and Immigrants," Terrance Ruth, Jonathan Matusitz, & Demi Simi), in *American Journal of Criminal Justice* (**published**)

College of Business Administration: Undergraduate Students

Nicholas Roland ("The Communicative Impact of Terrorist Attacks on the Financial Marketplace: A Perspective from the Efficient Market Hypothesis," Nicholas Roland, Jonathan Matusitz, & Ray Sturm), submitted to *Financial Markets, Institutions & Instruments*

Nicholas Roland ("Large-Scale Communications and the Reaction to Terrorism: A Financial Perspective," Nicholas Roland, Ray Sturm, & Jonathan Matusitz), *in preparation*

GRANTS

Principal Investigator

- Robberson Grant recipient, University of Oklahoma, Graduate College, Fall 2005, $1,000.

Grant-Supported Research

- "Inoculation Theory: A Framework for the Reduction of Skin Cancer" (Matusitz & Breen, 2010, *Journal of Evidence-Based Social Work, 7*(3), 1-16) was part of a research grant ($2.5 million) through partnership with the UCF Health

and Public Affairs program and supported by the National Institute of Nursing Research, NIH, under research grant number R01 NR008226-01A1.

- "The Use of Public Policy Analysis to Enhance the Nursing Home Reform Act of 1987" (Breen, Matusitz, & Wan, 2009, *Social Work in Health Care*, *48*(5), 505-518) was part of a research grant ($2.5 million) through partnership with the UCF Health and Public Affairs program and supported by the National Institute of Nursing Research, NIH, under research grant number R01 NR008226-01A1.
- "Cyberterrorism in Telemedicine: A New Threat to Computer-Mediated Communication Systems" (Breen, Matusitz, & Sousa, 2008, *eHealth International Journal*, *4*(2), 14-19) was part of a research grant ($2.5 million) through partnership with the UCF Health and Public Affairs program and supported by the National Institute of Nursing Research, NIH, under research grant number R01 NR008226-01A1.
- "E-Health: A New Kind of Telemedicine" (Matusitz & Breen, 2007, *Social Work in Public Health*, *23*(1), 95-113) was part of a research grant ($2.5 million) through partnership with the UCF Health and Public Affairs program and supported by the National Institute of Nursing Research, NIH, under research grant number R01 NR008226-01A1.

Other

- Communication Graduate Student Association (CGSA) funding recipient, University of Oklahoma, Department of Communication, Fall 2005, $1,000.

CONFERENCE PAPERS/PRESENTATIONS (n=155)

International Conferences

Matusitz, J. (2015, May). *Visual motifs in Islamist terrorism: Applying Conceptual Metaphor Theory*. Paper presented in the Visual Communication Division of the 65th Annual International Communication Association Conference, San Juan, Puerto Rico.

Matusitz, J. (2015, May). *Symbolism in female terrorism: Five overarching themes*. Paper presented in the Feminist Scholarship Division of the 65th Annual International Communication Association Conference, San Juan, Puerto Rico.

Matusitz, J., & Cowin, E. (2015, May). *A Peircean analysis of Apple's logo: From the beginning to its current version*. Paper presented in the Visual Communication Division of the 65th Annual International Communication Association Conference, San Juan, Puerto Rico.

Matusitz, J. (2014, May). *Terrorism as spectacle: It's all for the audience*. Paper presented in the Visual Communication Division of the 64th Annual International Communication Association Conference, Seattle, WA.

McCampbell, D., & Matusitz, J. (2014, May). *Disabled patients discriminated by ableist language in the U.S.: The effects of social support networks*. Paper presented in the Health Communication Division of the 64th Annual International Communication Association Conference, Seattle, WA.

Matusitz, J. (2011, May). *A giant retailer in Argentina: Glocalization perspectives*. Paper presented in the Intercultural Communication Division of the 61st Annual International Communication Association Conference, Boston, MA.

Matusitz, J. (2011, May). *Glurbanization theory: An analysis of global cities*. Paper presented in the Global Communication and Social Change Division of the 61st Annual International Communication Association Conference, Boston, MA.

Matusitz, J., & Cowin, E. (2011, May). *An evolutionary examination of the Royal Dutch Shell logo: Semiotic perspectives*. Paper presented in the Visual Communication Division of the 61st Annual International Communication Association Conference, Boston, MA.

Matusitz, J., & Payano, P. (2011, May). *Indian and U.S. perceptions of Bollywood: A comparative analysis*. Paper presented in the Intercultural Communication Division of the 61st Annual International Communication Association Conference, Boston, MA.

Matusitz, J., & Payano, P. (2011, May). *From Hollywood to Bollywood: An analysis of the globalization of popular culture*. Paper presented in the Popular Communication Division of the 61st Annual International Communication Association Conference, Boston, MA.

Matusitz, J. (2009, May). *Disneyland Paris: A case analysis demonstrating how glocalization works*. Paper presented in the Organizational Communication Division of the 59th Annual International Communication Association Conference, Chicago, IL.

Matusitz, J. (2009, May). *Similarities between terrorist networks in Antiquity and present-day cyberterrorist networks*. Paper presented in the Communication & Technology Division of the 59th Annual International Communication Association Conference, Chicago, IL.

Matusitz, J. (2009, May). *Hong Kong Disneyland: How Disney has successfully adapted the principles of glocalization theory*. Paper presented in the Intercultural Communication Division of the 59th Annual International Communication Association Conference, Chicago, IL.

Breen, G. M., Matusitz, J., & Wan, T. T. H. (2009, May). *Student-centered learning: Toward generating pedagogical strategies for interdisciplinary public affairs courses*. Paper presented in the Instructional & Developmental Communication Division of the 59th Annual International Communication Association Conference, Chicago, IL.

Matusitz, J. (2007, May). *Semiotics of music: Analysis of Cui Jian's "Nothing to My Name," the anthem for the Chinese youths in the post-Cultural Revolution era*. Paper presented in the Popular Communication Division of the 57th Annual International Communication Association Conference, San Francisco, CA.

Matusitz, J. (2007, May). *Improving terrorism preparedness for hospitals: Towards better interorganizational communication*. Paper presented in the Health Communication Division of the 57th Annual International Communication Association Conference, San Francisco, CA.

Matusitz, J. (2005, May). *The acculturative experience of French students in a Southwestern university apartment complex in the United States*. Paper presented in the Intercultural Communication Division Interactive Paper Session of the 55th Annual International Communication Association Conference, New York, NY.

Matusitz, J. (2004, May). *The impact of the railroad on American society: A communication perspective of technology.* Paper presented in the Communication & Technology Division of the 54th Annual International Communication Association Conference, New Orleans, LA.

Matusitz, J. (2004, May). *Semiotics of music: Analysis of Chinese rock and pop in the post-Cultural Revolution era*. Paper presented in the Popular Communication Division of the 54th Annual International Communication Association Conference, New Orleans, LA.

Kramer, E. M., & Matusitz, J. (2004, May). *AM news talk radio: The distorted public sphere*. Paper presented in the Philosophy of Communication Division of the 54th Annual International Communication Association Conference, New Orleans, LA.

Matusitz, J. (2003, May). *Understanding the lived experience of racist hate speech on campus: A qualitative analysis*. Paper presented in the Language & Social Interaction Division of the 53rd Annual International Communication Association Conference, San Diego, CA.

National Conferences

Matusitz, J. (2017, November). *The communication of suicide terrorism*. Paper presented in the Spiritual Communication Division of the 103rd Annual National Communication Association Conference, Dallas, TX.

Matusitz, J. (2017, November). *Symbolic reasons of gender communal terrorism in past conflicts*. Paper presented in the Feminist and Women Studies Division of the 103rd Annual National Communication Association Conference, Dallas, TX.

Matusitz, J. (2017, November). *Martyrdom as a result of psychosocial resilience: The case of Palestinian suicide terrorists*. Paper presented in the Communication and Social Cognition Division of the 103rd Annual National Communication Association Conference, Dallas, TX.

Matusitz, J., & Owsley, K. (2017, November). *Understanding jihadist nasheeds through Symbolic Convergence Theory (SCT)*. Paper presented in the Religious Communication Association of the 103rd Annual National Communication Association Conference, Dallas, TX.

Matusitz, J., & Lord, L. (2017, November). *Dialectical tensions in the Wal-Martization of the United States*. Paper presented in the International and Intercultural Communication Division of the 103rd Annual National Communication Association Conference, Dallas, TX.

Matusitz, J., Breen, G. M., & Wan, T. T. H. (2017, November). *The use of eHealth services in U.S. nursing homes as an improvement of healthcare delivery to residents*. Paper presented in the Partnership for Progress on the Digital Divide of the 103rd Annual National Communication Association Conference, Dallas, TX.

Ponder, S., & Matusitz, J. (2017, November). *Examining ISIS online recruitment through relational development theory*. Paper presented in the Communication and the Future Division of the 103rd Annual National Communication Association Conference, Dallas, TX.

Lubczynski, C., & Matusitz, J. (2017, November). *Understanding the civil war in Yemen through Human Needs Theory*. Paper presented in the Peace and Conflict Communication Division of the 103rd Annual National Communication Association Conference, Dallas, TX.

Sousa, T., & Matusitz, J. (2017, November). *Youth TV channels' Facebook fan pages: A content analysis*. Paper presented in the Communication and the Future Division of the 103rd Annual National Communication Association Conference, Dallas, TX.

Jackson, M. K., & Matusitz, J. (2017, November). *Understanding Somali piracy through Cognitive Resources Theory (CRT)*. Paper presented in the Peace and Conflict Communication Division of the 103rd Annual National Communication Association Conference, Dallas, TX.

Boyd, J., & Matusitz, J. (2017, November). *Professional wrestling in the U.S. and Japan: An intertextual analysis*. Paper presented in the Performance Studies Division of the 103rd Annual National Communication Association Conference, Dallas, TX.

Allard, T., & Matusitz, J. (2017, November). *Peter Pan: A compositional interpretation of the 2003 motion picture*. Paper presented in the Theatre, Film and New Multi-Media Division of the 103rd Annual National Communication Association Conference, Dallas, TX.

DeMarco, M., & Matusitz, J. (2017, November). *The impact of Central-Place Theory on Wal-Mart*. Paper presented in the Urban Communication Foundation of the 103rd Annual National Communication Association Conference, Dallas, TX.

Ruth, T., Matusitz, J., & Simi, D. (2017, November). *Ethics of disenfranchisement and voting rights in the U.S.: Convicted felons, the homeless, and immigrants*. Paper presented in the African American Communication and Culture Division of the 103rd Annual National Communication Association Conference, Dallas, TX.

Matusitz, J. (2016, November). *Media framing of terrorism: An updated examination*. Paper presented in the Media Ecology Association of the 102nd Annual National Communication Association Conference, Philadelphia, PA.

Matusitz, J., & Simi, D. (2016, November). *Social Media Paradox Theory: Why social media are both enabling and disabling*. Paper presented in the Communication and the Future Division of the 102nd Annual National Communication Association Conference, Philadelphia, PA.

Pafford, A., & Matusitz, J. (2016, November). *ABC's Quantico: A critical discourse analysis of female superiority and racial stereotypes*. Paper presented in the Feminist and Women Studies Division of the 102nd Annual National Communication Association Conference, Philadelphia, PA.

Rahaim A., & Matusitz, J. (2016, November). *Patty Hearst and the Symbionese Liberation Army (SLA): An examination through differential association theory*. Paper presented in the Group Communication Division of the 102nd Annual National Communication Association Conference, Philadelphia, PA.

Agiro, A., & Matusitz, J. (2016, November). *Housing vouchers, benefits and allowances (VBAs): Comparing rental tools in the U.S., England, and the Netherlands*. Paper presented in the International and Intercultural Communication Division of the 102nd Annual National Communication Association Conference, Philadelphia, PA.

Simi, D., & Matusitz, J. (2016, November). *Ageism against older U.S. college students: A view from Social Closure Theory*. Paper presented in the International and Intercultural Communication Division of the 102nd Annual National Communication Association Conference, Philadelphia, PA.

Simi, D., & Matusitz, J. (2016, November). *Native American students in U.S. higher education: A look from Attachment Theory*. Paper presented in the International and Intercultural Communication Division of the 102nd Annual National Communication Association Conference, Philadelphia, PA.

Ruth, T., Matusitz, J., & Wan, T. T. H. (2016, November). *Understanding predatory organized crime (POC) through network governance theory*. Paper presented in the Organizational Communication Division of the 102nd Annual National Communication Association Conference, Philadelphia, PA.

Matusitz, J. (2015, November). *Gender communal terrorism or war rape: Twelve symbolic reasons*. Paper presented in the Peace and Conflict Division of the 101st Annual National Communication Association Conference, Las Vegas, NV.

Matusitz, J., & Simi, D. (2015, November). *Celebrity Manufacture Theory: Revisiting the theorization of celebrity culture*. Paper presented in the Mass Communication Division of the 101st Annual National Communication Association Conference, Las Vegas, NV.

Matusitz, J., Breen, G. M., & Wan, T. T. H. (2015, November). *eHealth services to improve healthcare quality in U.S. nursing homes: A theoretical framework.* Paper presented in the Partnership for Progress on the Digital Divide of the 101st Annual National Communication Association Conference, Las Vegas, NV.

Keller, K., & Matusitz, J. (2015, November). *Examining U.S. Navy SEALs through Cognitive Resources Theory (CRT).* Paper presented in the Group Communication Division of the 101st Annual National Communication Association Conference, Las Vegas, NV.

Sahin, I., & Matusitz, J. (2015, November). *Information sharing among drug law enforcement agencies*. Paper presented in the Organizational Communication Division of the 101st Annual National Communication Association Conference, Las Vegas, NV.

Raneri, A., & Matusitz, J. (2015, November). *Source representation and framing in childhood immunization communication: A quantitative textual analysis*. Paper presented in the Mass Communication Division of the 101st Annual National Communication Association Conference, Las Vegas, NV.

Vandegrift, R., & Matusitz, J. (2015, November). *Path-goal theory: A successful Columbia Records story*. Paper presented in the Training and Development Division of the 101st Annual National Communication Association Conference, Las Vegas, NV.

Deeter, C., & Matusitz, J. (2015, November). *Homosexuals in Singapore: An outlook from Relational Dialectics Theory*. Paper presented in the Gay, Lesbian, Bisexual, Transgender, and Queer Division of the 101st Annual National Communication Association Conference, Las Vegas, NV.

Simi, D., & Matusitz, J. (2015, November). *Improving cultural diversity in U.S. higher education: General perspectives*. Paper presented in the Instructional Development Division of the 101st Annual National Communication Association Conference, Las Vegas, NV.

Simi, D., & Matusitz, J. (2015, November). *Pathways to sports leadership for Latinas in U.S. higher education*. Paper presented in the Latino/Latina Division of the 101st Annual National Communication Association Conference, Las Vegas, NV.

Matusitz, J. (2014, November). *Communication of terrorism: Social noise, the signature method, and the conduit metaphor*. Paper presented in the Rhetorical and Communication Theory Division of the 100th Annual National Communication Association Conference, Chicago, IL.

Matusitz, J., & Davidson, A. (2014, November). *Race of the future: Mixing of colors in the U.S. leading to one race?* Paper presented in the Communication and the Future Division of the 100th Annual National Communication Association Conference, Chicago, IL.

Olechowicz, K., & Matusitz, J. (2014, November). *The motivations of Islamic martyrs: Applying the Collective Effort Model*. Paper presented in the Religious Communication Association of the 100th Annual National Communication Association Conference, Chicago, IL.

Simi, D., & Matusitz, J. (2014, November). *Positive race relations through Cuban music: A perspective from the Relational-Cultural Theory (RCT)*. Paper presented in the La Raza Caucus of the 100th Annual National Communication Association Conference, Chicago, IL.

Simi, D., & Matusitz, J. (2014, November). *War rape survivors of the Second Congo War: A perspective from Symbolic Convergence Theory (SCT)*. Paper presented in the Peace and Conflict Communication Division of the 100th Annual National Communication Association Conference, Chicago, IL.

Matusitz, J. (2013, November). *Euphemisms for terrorism: How dangerous are they?* Paper presented in the Language and Social Interaction Division of the 99th Annual National Communication Association Conference, Washington, D.C.

Matusitz, J. (2013, November). *Interpersonal communication: Perspectives in hostage negotiation*. Paper presented in the Peace and Conflict Communication Division of the 99th Annual National Communication Association Conference, Washington, D.C.

Terhune, V., & Matusitz, J. (2013, November). *The Uighurs vs. the Chinese government: An application of Realistic Conflict Theory*. Paper presented in the Chinese Communication Division of the 99th Annual National Communication Association Conference, Washington, D.C.

Armstrong, T., & Matusitz, J. (2013, November). *Hezbollah as a group phenomenon: Differential association theory*. Paper presented in the Group Communication Division of the 99th Annual National Communication Association Conference, Washington, D.C.

Lord, L., & Matusitz, J. (2013, November). *Glocalization or grobalization of Wal-Mart in the U.S.? A qualitative analysis*. Paper presented in the Organizational Communication Division of the 99th Annual National Communication Association Conference, Washington, D.C.

Woolford, T., & Matusitz, J. (2013, November). *The memetic engineering of Anonymous, the cyberterrorist group*. Paper presented in the Communication and the Future Division of the 99th Annual National Communication Association Conference, Washington, D.C.

Uryan, Y., Breen, G. M., & Matusitz, J. (2013, November). *A comparative analysis of modern-day aviation security: A comprehensive understanding of public and private systems at the global level*. Paper presented in the Communication and the Future Division of the 99th Annual National Communication Association Conference, Washington, D.C.

Matusitz, J. (2012, November). *Applying McLuhan's tetradic framework to the effects of 9/11 on U.S. media reports and depictions of Muslims*. Paper presented in the Mass Communication Division of the 98th Annual National Communication Association Conference, Orlando, FL.

Matusitz, J. (2012, November). *Grobalization: An analysis of the Wal-Martization of the world*. Paper presented in La Raza Caucus of the 98th Annual National Communication Association Conference, Orlando, FL.

Matusitz, J., & Reyers, A. (2012, November). *A behemoth in India: Glocalization perspectives*. Paper presented in the International and Intercultural Communication Division of the 98th Annual National Communication Association Conference, Orlando, FL.

Matusitz, J., & Repass, M. (2012, November). *Gangs in Nigeria: An updated examination*. Paper presented in the Peace and Conflict Communication Division of the 98th Annual National Communication Association Conference, Orlando, FL.

Pitman, A., & Matusitz, J. (2012, November). *The exile of Hansen's disease patients to Moloka'i: A Diffusion of Innovations (DoI) perspective*. Paper presented in the Asian/Pacific American Communication Studies Division of the 98th Annual National Communication Association Conference, Orlando, FL.

Flagler-Beck, H., & Matusitz, J. (2012, November). *Benefits of Google technologies for organizations: Perspectives from Adaptive Structuration Theory*. Paper presented in the Communication and the Future Division of the 98th Annual National Communication Association Conference, Orlando, FL.

Reyers, A., & Matusitz, J. (2012, November). *Emotional regulation at Walt Disney World: An impression management view*. Paper presented in the Society for the Study of Symbolic Interaction Division of the 98th Annual National Communication Association Conference, Orlando, FL.

Cowin, E., & Matusitz, J. (2012, November). *The ongoing transformation of the McDonald's logo: A semiotic perspective*. Paper presented in the Visual Communication Division of the 98th Annual National Communication Association Conference, Orlando, FL.

Uryan, Y., Matusitz, J., & Breen, G. M. (2012, November). *Improving quality of life for seniors: New governance tools*. Paper presented in the Communication and Aging Division of the 98th Annual National Communication Association Conference, Orlando, FL.

Matusitz, J. (2011, November). *The networks that fight cyberterrorist networks*. Paper presented in the Peace and Conflict Communication Division of the 97th Annual National Communication Association Conference, New Orleans, LA.

Matusitz, J. (2011, November). *Collapsing the global and the local through interscalar strategies: A glurbanization perspective*. Paper presented in the Communication and the Future Division of the 97th Annual National Communication Association Conference, New Orleans, LA.

Matusitz, J., & Palermo, L. (2011, November). *The Disneyfication of the world: A grobalization perspective*. Paper presented in the International and Intercultural Communication Division of the 97th Annual National Communication Association Conference, New Orleans, LA.

Matusitz, J., & Minei, E. (2011, November). *Cultural adaptation of an MNC in Mexico: A success story*. Paper presented in the Latino/Latina Communication Studies Division of the 97th Annual National Communication Association Conference, New Orleans, LA.

Matusitz, J., & Leanza, K. (2011, November). *ASDA: Organic growth of a retailer in the United Kingdom*. Paper presented in the International and Intercultural Communication Division of the 97th Annual National Communication Association Conference, New Orleans, LA.

Matusitz, J., & Spear, J. (2011, November). *Effective doctor-patient communication: An updated examination*. Paper presented in the Language and Social Interaction Division of the 97th Annual National Communication Association Conference, New Orleans, LA.

Matusitz, J., & Spear, J. (2011, November). *Doctor-patient communication styles: A comparison between the U.S. and three Asian countries*. Paper presented in the Asian/Pacific American Communication Studies Division of the 97th Annual National Communication Association Conference, New Orleans, LA.

Minei, E., & Matusitz, J. (2011, November). *Diffusion and glocalization: Dialectical tensions for Wal-Mart de México*. Paper presented in the Communication and the Future Division of the 97th Annual National Communication Association Conference, New Orleans, LA.

Minei, E., & Matusitz, J. (2011, November). *Cyberterrorist messages and their effects on targets: A qualitative analysis*. Paper presented in the Communication and the Future Division of the 97th Annual National Communication Association Conference, New Orleans, LA.

Repass, M., & Matusitz, J. (2011, November). *Problematic integration theory: Implications of supportive communication for breast cancer patients*. Paper presented in the Health Communication Division of the 97th Annual National Communication Association Conference, New Orleans, LA.

Breen, G. M., & Matusitz, J. (2011, November). *Excitation transfer theory: An analysis of the Abu Ghraib prison abuse scandal*. Paper presented in the Peace and Conflict Communication Division of the 97th Annual National Communication Association Conference, New Orleans, LA.

Forrester, M., & Matusitz, J. (2011, November). *A narrowing digital divide: The impact of the internet on youth political participation*. Paper presented in the Partnership for Progress on the Digital Divide of the 97th Annual National Communication Association Conference, New Orleans, LA.

Matusitz, J. (2010, November). *Cyberterrorism: Postmodern state of chaos*. Paper presented in the Human Communication & Technology Division of the 96th Annual National Communication Association Conference, San Francisco, CA.

Matusitz, J. (2010, November). *Cyberterrorism: A description from multiple perspectives*. Paper presented in the Human Communication and the Future Division of the 96th Annual National Communication Association Conference, San Francisco, CA.

Matusitz, J., & Minei, E. (2010, November). *New trends in globalization: An examination of the Brazilian case*. Paper presented in the Latina/Latino Communication Studies Division of the 96th Annual National Communication Association Conference, San Francisco, CA.

Matusitz, J., & Reyers, A. (2010, November). *Bharti-Wal-Mart: A glocalization experience*. Paper presented in the Communication and the Future Division of the 96th Annual National Communication Association Conference, San Francisco, CA.

Matusitz, J., & Leanza, K. (2010, November). *Wal-Mart: An analysis of the glocalization of the cathedral of consumption in China*. Paper presented in the Chinese Communication Association of the 96th Annual National Communication Association Conference, San Francisco, CA.

Matusitz, J., & Forrester, M. (2010, November). *Successful glocalization practices: The case of Seiyu in Japan*. Paper presented in the Asian/Pacific American Division of the 96th Annual National Communication Association Conference, San Francisco, CA.

Matusitz, J., & Breen, G. M. (2010, November). *The application of key governance tools to understand how common health services administrations function*. Paper presented in the Health Communication Division of the 96th Annual National Communication Association Conference, San Francisco, CA.

Matusitz, J., & Breen, G. M. (2010, November). *Applying communication theories toward designing compliance-gaining techniques in customer dissatisfaction*. Paper presented in the Argumentation and Forensics Division of the 96th Annual National Communication Association Conference, San Francisco, CA.

Matusitz, J., & Breen, G. M. (2010, November). *An examination of pack journalism as a form of groupthink: A theoretical and qualitative analysis*. Paper presented in the Mass Communication Division of the 96th Annual National Communication Association Conference, San Francisco, CA.

Matusitz, J., Breen, G. M., Zhang, N., Seblega, B., Paek, S. C., & Wan, T. T. H. (2010, November). *Improving nursing home resident integrity by optimizing interpersonal communication skills in clinical staff*. Paper presented in the Communication and Aging Division of the 96th Annual National Communication Association Conference, San Francisco, CA.

Forrester, M., & Matusitz, J. (2010, November). *PETA making social noise: A perspective on shock advertising*. Paper presented in the Visual Communication Division of the 96th Annual National Communication Association Conference, San Francisco, CA.

Minei, E., & Matusitz, J. (2010, November). *Propaganda use in cyberterrorism: An updated examination*. Paper presented in the Communication and the Future Division of the 96th Annual National Communication Association Conference, San Francisco, CA.

McCormick, J., & Matusitz, J. (2010, November). *The impact on U.S. society of noise-induced and music-induced hearing loss caused by personal media players*. Paper presented in the International Listening Association of the 96th Annual National Communication Association Conference, San Francisco, CA.

Martin, J., & Matusitz, J. (2010, November). *The application of self-determination theory to eating disorders*. Paper presented in the Communication and Social Cognition Division of the 96th Annual National Communication Association Conference, San Francisco, CA.

Unlu, A., Matusitz, J., Breen, G. M., & Martin, L. (2010, November). *The impact of 9/11 on information policy in the United States: A current perspective on homeland security and emergency management*. Paper presented in the Communication and Law Division of the 96th Annual National Communication Association Conference, San Francisco, CA.

Agiro, A., Matusitz, J., & Breen, G. M. (2010, November). *Informal Economic Activities (IEAs) in industrialized nations: Insights from Belgium and the U.K.* Paper presented in the Training and Development Division of the 96th Annual National Communication Association Conference, San Francisco, CA.

Minei, E., & Matusitz, J. (2009, November). *Cyberterrorist messages: A semiotic perspective*. Paper presented in the Semiotics and Communication Division of the 95th Annual National Communication Association Conference, Chicago, IL.

Matusitz, J., & Musambira, G. (2009, August). *Power distance, uncertainty avoidance, and technology: Hofstede's dimensions and human development indicators*. Paper presented in the Communication Technology Division of the 92nd Association for Education in Journalism and Mass Communication Conference, Boston, MA.

Musambira, G., & Matusitz, J. (2009, August). *Communication technology and culture: Analyzing selected cultural dimensions and human development indicators*. Paper presented in the International Communication Division of the 92nd Association for Education in Journalism and Mass Communication Conference, Boston, MA.

Matusitz, J. (2008, November). *Social network theory: A comparative analysis of the Jewish Revolt in Antiquity and the cyberterrorism incident over Kosovo*. Paper presented in the Peace and Conflict Communication Division of the 94th Annual National Communication Association Conference, San Diego, CA.

Matusitz, J., & Minei, E. (2008, November). *Cyberterrorism: Its effects on health-related infrastructures*. Paper presented in the Communication and the Future Division of the 94th Annual National Communication Association Conference, San Diego, CA.

Breen, G. M., & Matusitz, J. (2008, November). *A solution-based examination of local, state, and national government groups combating terrorism and cyberterrorism*. Paper presented in the Peace and Conflict Communication Cognition Division of the 94th Annual National Communication Association Conference, San Diego, CA.

Breen, G. M., & Matusitz, J. (2008, November). *Applying inoculation theory to the study of recidivism reduction in criminal prison inmates*. Paper presented in the Communication and Social Cognition Division of the 94th Annual National Communication Association Conference, San Diego, CA.

Matusitz, J. (2007, November). *Cyberterrorism: How can American foreign policy be strengthened in the Information Age?* Paper presented in the Communication and the Future Division of the 93rd Annual National Communication Association Conference, Chicago, IL.

Matusitz, J. (2007, November). *Postmodernism and networks of cyberterrorists*. Paper presented in the Human Communication and Technology Division of the 93rd Annual National Communication Association Conference, Chicago, IL.

Matusitz, J., & Breen, G. M. (2007, November). *The 360-degree interview process as a better screening measure for hiring honest employees*. Paper presented in the Training and Development Division of the 93rd Annual National Communication Association Conference, Chicago, IL.

Breen, G. M., & Matusitz, J. (2007, November). *Southern Baptist pastoral relationships: An ethnography of intragroup conflict and its consequences on the ministry and followers*. Paper presented in the Spiritual Communication Division of the 93rd Annual National Communication Association Conference, Chicago, IL.

Breen, G. M., & Matusitz, J. (2007, November). *Preventing youths from joining gangs: How to apply inoculation theory*. Paper presented in the Peace and Conflict Communication Division of the 93rd Annual National Communication Association Conference, Chicago, IL.

Breen, G. M., & Matusitz, J. (2007, November). *Addressing the negative aspects of pack journalism to media reporters*. Paper presented in the Mass Communication Division of the 93rd Annual National Communication Association Conference, Chicago, IL.

Matusitz, J. (2006, November). *The role of intercultural communication in cyberterrorism*. Paper presented in the International and Intercultural Communication Division of the 92nd Annual National Communication Association Conference, San Antonio, TX.

Matusitz, J. (2006, November). *A postmodern theory of cyberterrorism: Game theory*. Paper presented in the Human Communication and Technology Division of the 92nd Annual National Communication Association Conference, San Antonio, TX.

Matusitz, J. (2006, November). *A comparison of communicative styles in family life before and after the advent of television*. Paper presented in the Scholar-to-Scholar Sessions of the 92nd Annual National Communication Association Conference, San Antonio, TX.

Breen, G. M., & Matusitz, J. (2006, November). *Inoculation theory: A theoretical and practical framework for conferring resistance to pack journalism tendencies*. Paper presented in the Mass Communication Division of the 92nd Annual National Communication Association Conference, San Antonio, TX.

Meng, C. H., Croucher, S. M., & Matusitz, J. (2006, November). *The influence of self-construal types and conflict locus of control type on argumentativeness across African Americans, Asian Americans, and Caucasians*. Paper presented in the International and Intercultural Communication Division of the 92nd Annual National Communication Association Conference, San Antonio, TX.

Matusitz, J. (2005, November). *Social network theory applied in the study of terrorist networks*. Paper presented in the Group Communication Division of the 91st Annual National Communication Association Conference, Boston, MA.

Matusitz, J. (2005, November). *Social network theory: Description, origins, and future directions*. Paper presented in the Student Section of the 91st Annual National Communication Association Conference, Boston, MA.

Matusitz, J. (2005, November). *Terrorism via the internet: A perspective of intergroup networks*. Paper presented in the Human Communication and Technology Division of the 91st Annual National Communication Association Conference, Boston, MA.

Matusitz, J., & Breen, G. M. (2005, November). *Unethical consequences of pack journalism*. Paper presented in the Communication Ethics Division of the 91st Annual National Communication Association Conference, Boston, MA.

Matusitz, J., & Breen, G. M. (2005, November). *Negotiation tactics in organizations applied to hostage negotiation*. Paper presented in the Peace and Conflict Communication Division of the 91st Annual National Communication Association Conference, Boston, MA.

Matusitz, J., & Breen, G. M. (2005, November). *Telemedicine: Its effects on health communication*. Paper presented in the Poster Sessions of the 91st Annual National Communication Association Conference, Boston, MA.

Breen, G. M., & Matusitz, J. (2005, November). *Pack journalism at its worst: A textual analysis of the media coverage of the Scott Peterson trial*. Paper presented in the Mass Communication Division of the 91st Annual National Communication Association Conference, Boston, MA.

Breen, G. M., & Matusitz, J. (2005, November). *Pack journalism as a tool for celebrity criminals: A textual analysis of the Michael Jackson sexual scandal*. Paper presented in the Mass Communication Division of the 91st Annual National Communication Association Conference, Boston, MA.

Breen, G. M., & Matusitz, J. (2005, November). *The Asian tsunami disaster: A textual analysis of how pack journalism creates global hysteria*. Paper presented in the Mass Communication Division of the 91st Annual National Communication Association Conference, Boston, MA.

Breen, G. M., & Matusitz, J. (2005, November). *Preventing youths from joining gangs: How to apply inoculation theory*. Paper presented in the Poster Sessions of the 91st Annual National Communication Association Conference, Boston, MA.

Matusitz, J. (2004, November). *The lived experience of racism at the Immigration and Naturalization Service (INS): A narrative analysis*. Paper presented in the Language and Social Interaction Division of the 90th Annual National Communication Association Conference, Chicago, IL.

Matusitz, J. (2004, November). *Deception in the virtual world: A semiotic analysis of identity*. Paper presented in the Semiotics and Communication Division of the 90th Annual National Communication Association Conference, Chicago, IL.

Matusitz, J. (2004, November). *The current condition of visual communication in colleges and universities of the United States*. Paper presented in the Instructional Development Division of the 90th Annual National Communication Association Conference, Chicago, IL.

Matusitz, J. (2003, November). *What is next for social identity theory? Description, assessment, and future direction*. Paper presented in the Group Communication Division of the 89th Annual National Communication Association Conference, Miami, FL.

Matusitz, J. (2003, November). *Relationship between knowledge, stereotyping, and prejudice in interethnic communication*. Paper presented in the International and Intercultural Communication Division of the 89th Annual National Communication Association Conference, Miami, FL.

Matusitz, J. (2003, November). *Creating resource libraries for leaders in American universities and colleges*. Paper presented in the Training & Development Division of the 89th Annual National Communication Association Conference, Miami, FL.

Matusitz, J. (2003, November). *Vexillology or how flags speak: A semiotic analysis*. Paper presented in the Visual Communication Division of the 89th Annual National Communication Association Conference, Miami, FL.

Matusitz, J. (2003, November). *Out-group favoritism or how African-Americans sometimes show a preference for Euro-Americans*. Paper presented at the 89th Annual National Communication Association Conference, Miami, FL.

Invited Conference Presentations

Matusitz, J. (2017, November). *Our legacy our relevance: An all of society approach to peace and conflict communication, then and now*. Presentation at the preconference of the 103rd Annual National Communication Association Conference, Dallas, TX

Matusitz, J (2017, August). *The role of communication in terrorism*. Presentation at the 35th annual meeting of Doctors for Disaster Preparedness (DDP) in New Orleans, LA, August 11-13.

Matusitz, J. (2017, January). *Data capture, information terrorism, and cyberterrorism in telemedicine*. Presentation at the Association of American Physicians and Surgeons (AAPS) Annual Meeting, Orlando, FL

Regional Conferences

Brown, C., & Matusitz, J. (2014). *Symbolic convergence and Shia extremism: From reality to fantasy*. Paper presented at the 40th Religious Communication Association (RCA) Conference, Chicago, IL

Matusitz, J., Breen, G. M., Seblega, B., Zhang, N., Paek, S. C., & Wan, T. T. H. (2010). *Improving nursing home resident integrity by optimizing interpersonal communication skills in clinical staff*. Paper presented at the 82nd American Health Information Management Association (AHIMA) Convention and Exhibit, Orlando, FL.

Matusitz, J., Breen, G. M., Marathe, S. S., & Wan, T. T. H. (2010). *Nurses in need of additional support: Web sites offering information in nursing environments*. Paper presented at the 82nd American Health Information Management Association (AHIMA) Convention and Exhibit, Orlando, FL.

Breen, G. M., & Matusitz, J. (2010). *An interpersonal examination of telemedicine: Applying relevant communication theories*. Paper presented at the 82nd American Health Information Management Association (AHIMA) Convention and Exhibit, Orlando, FL.

Breen, G. M., & Matusitz, J. (2010). *Evolutionary examination of telemedicine: A health and computer-mediated communication perspective*. Paper presented at the 82nd American Health Information Management Association (AHIMA) Convention and Exhibit, Orlando, FL.

Matusitz, J., & Breen, G. M. (2010). *Cyberterrorism: A description from multiple perspectives*. Paper presented at the Eighth International Conference on Politics and Information Systems, Technologies and Applications: PISTA, Orlando, FL.

Uryan, Y., Breen, G. M., & Matusitz, J. (2010). *Public and private security systems at the global level: An analysis of United States and European Union aviation security systems*. Paper presented at the 72nd American Society for Public Administration (ASPA) Annual Conference, San Jose, CA.

Unlu, A., Breen, G. M., Matusitz, J., & Martin, L. (2008, October). *The impact of 9/11 on information policy in the United States: A current perspective on homeland security and emergency management*. Paper presented at the Fifth Annual Health and Public Affairs Research Conference, University of Central Florida, FL.

Breen, G. M., Matusitz, J., & Sousa, A. (2007, October). *Cyberterrorism in telemedicine: A new threat to computer-mediated communication system*. Paper presented at the Fourth Annual Health and Public Affairs Research Conference, University of Central Florida, FL.

Matusitz, J., & Breen, G. M. (2006, June). *Consumer dissatisfaction: Applying three communication theories to the formulation of compensatory complaints*. Paper presented in the Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference, Illinois State University, IL.

Matusitz, J. (2006, February). *Simulacra and simulation: A Baudrillardian analysis of video games from a postmodern perspective*. Paper presented in the Media Studies Interest Group at the Western States Communication Association Conference, Palm Springs, CA.

Matusitz, J., & Breen, G. M. (2006, February). *Inoculation theory: A theoretical and practical framework for the reduction of skin cancer*. Paper presented in the Health Communication Interest Group at the Western States Communication Association Conference, Palm Springs, CA.

Breen, G. M., & Matusitz, J. (2006, February). *E-health: A new kind of telemedicine*. Paper presented in the Health Communication Interest Group at the Western States Communication Association Conference, Palm Springs, CA.

Matusitz, J. (2004, October). *Semiotic, magical, and mythical messages in Chinese rock and pop*. Paper presented at the XXXIII Annual Jean Gebser Society conference held at the University of Oklahoma, Norman, OK.

AWARDS

Faculty Awards (n=7)

- Teaching Incentive Program (TIP) Award, College of Sciences, University of Central Florida, Spring 2017
- College of Sciences Excellence in Undergraduate Teaching Award, University of Central Florida, Spring 2015
- Excellence in Teaching Award for the year 2013-2014, Nicholson School of Communication, University of Central Florida, Fall 2014
- Teaching Incentive Program (TIP) Award, College of Sciences, University of Central Florida, Spring 2012
- Grasty Award for Outstanding Research, Nicholson School of Communication, University of Central Florida, Spring 2008
- Outstanding Graduate Teaching Assistant, Department of Communication, University of Oklahoma, Spring 2006
- Outstanding Graduate Teaching Assistant, College of Arts & Sciences, University of Oklahoma, Spring 2006

Top Paper Awards (n=18)

- Allard, T., & Matusitz, J. (2017, November). *Peter Pan: A compositional interpretation of the 2003 motion picture*. Paper presented in the Theatre, Film and New Multi-Media Division of the 103rd Annual National Communication Association Conference, Dallas, TX (**"Top Paper"**)
- Ponder, S., & Matusitz, J. (2017, November). *Examining ISIS online recruitment through relational development theory*. Paper presented in the Communication and the Future Division of the 103rd Annual National Communication Association Conference, Dallas, TX (**"Top Paper"**)
- Lubczynski, C., & Matusitz, J. (2017, November). *Understanding the civil war in Yemen through Human Needs Theory*. Paper presented in the Peace and Conflict Communication Division of the 103rd Annual National Communication Association Conference, Dallas, TX (**"Top Paper"**)
- Ruth, T., Matusitz, J., & Simi, D. (2017, November). *Ethics of disenfranchisement and voting rights in the U.S.: Convicted felons, the homeless, and immigrants*. Paper presented in the African American Communication and Culture Division of the 103rd Annual National Communication Association Conference, Dallas, TX (**"Top Paper"**)
- Matusitz, J., & Davidson, A. (2014, November). *Race of the future: Mixing of colors in the U.S. leading to one race?* Paper presented in the Communication and the Future Division of the 100th Annual National Communication Association Conference, Chicago, IL (**"Top Paper"**)
- Simi, D., & Matusitz, J. (2014, November). *War rape survivors of the Second Congo War: A perspective from Symbolic Convergence Theory (SCT)*. Paper presented in the Peace and Conflict Communication Division of the 100th Annual National Communication Association Conference, Chicago, IL (**"Top Paper"**)
- Armstrong, T., & Matusitz, J. (2013, November). *Hezbollah as a group phenomenon: Differential association theory*. Paper presented in the Group Communication Division of the 99th Annual National Communication Association Conference, Washington, D.C. (**"Top-Three Paper Award"**)
- Flagler-Beck, H., & Matusitz, J. (2012, November). *Benefits of Google technologies for organizations: Perspectives from Adaptive Structuration Theory*. Paper presented in the Communication and the Future Division of the 98th Annual National Communication Association Conference, Orlando, FL (**"Top Paper"**)
- Matusitz, J. (2011, November). *Collapsing the global and the local through interscalar strategies: A glurbanization perspective*. Paper presented in the Communication and the Future Division of the 97th Annual National Communication Association Conference, New Orleans, LA (**"Top Paper"**)
- Minei, E., & Matusitz, J. (2011, November). *Diffusion and glocalization: Dialectical tensions for Wal-Mart de México*. Paper presented in the Communication and the Future Division of the 97th Annual National Communication Association Conference, New Orleans, LA (**"Top Paper"**)
- Matusitz, J., & Palermo, L. (2011, November). *The Disneyfication of the world: A grobalization perspective*. Paper presented in the International and Intercultural Communication Division of the 97th Annual National Communication Association Conference, New Orleans, LA (**"Top Competitive Paper"**)
- Matusitz, J., & Payano, P. (2011, May). *Indian and U.S. perceptions of Bollywood: A comparative analysis*. Paper presented in the Intercultural Communication Division of the 61st Annual International Communication Association Conference, Boston, MA (**"Top Competitive Paper"**)

- Matusitz, J., & Forrester, M. (2010, November). *Successful glocalization practices: The case of Seiyu in Japan*. Paper presented in the Asian/Pacific American Division of the 96th Annual National Communication Association Conference, San Francisco, CA (**"Top Competitive Paper"**)
- Matusitz, J., & Breen, G. M. (2010, November). *Applying communication theories toward designing compliance-gaining techniques in customer dissatisfaction*. Paper presented in the Argumentation and Forensics Division of the 96th Annual National Communication Association Conference, San Francisco, CA (**"Top Paper"**)
- Matusitz, J., & Minei, E. (2010, November). *New trends in globalization: An examination of the Brazilian case*. Paper presented in the Latina/Latino Communication Studies Division of the 96th Annual National Communication Association Conference, San Francisco, CA (**"Top Paper"**)
- Unlu, A., Breen, G. M., Matusitz, J., & Martin, L. (2008, October). *The impact of 9/11 on information policy in the United States: A current perspective on homeland security and emergency management*. Fifth Annual Health and Public Affairs Research Conference, University of Central Florida, FL (**"Top Paper"**)
- Matusitz, J. (2005, November). *Terrorism via the Internet: A perspective of intergroup networks*. In a session titled "Top Student Papers in Human Communication and Technologies" of the Human Communication and Technology Division, 91st Annual National Communication Association (NCA) Conference, Boston, MA (**"Top Student Paper"**)
- Matusitz, J. (2004, May). *The impact of the railroad on American society: A communication perspective of technology*. Communication & Technology Division, 54th Annual International Communication Association (ICA) Conference, New Orleans, LA (**"Top Student Paper"**)

PROFESSIONAL ASSOCIATIONS

Memberships

- National Communication Association (NCA)
- International Communication Association (ICA)
- Association for Education in Journalism and Mass Communication (AEJMC)
- Protect New York (Devoted to Research and Education to Safeguard New York State from Terrorism and Disaster)
- Disaster Planning Program, part of the National State Attorneys General Program, Columbia Law School
- Homeland Security Institute
- Alliance Française of Greater Orlando (AFGO)

Partnerships

- Joint Special Operations University (JSOU)
- Supreme Headquarters Allied Powers Europe (SHAPE)
- North Atlantic Treaty Organization (NATO)
- International Policy Institute for Counter-Terrorism (ICT), Herzliya, Israel
- Ministry of Defence, Government of India

Social Networking Sites

- LinkedIn
- Medical Writing Network

ACADEMIC SERVICE

Editorial Board for Journals (n=11)

- *Advances in Aging Research*, 2014-present
- *Asian Social Science*, 2014-present
- *Case Reports in Clinical Medicine*, 2015-present

- *Communication Studies*, 2013-2015
- *Journal of Business & Management*, 2013-present
- *Social Work in Public Health*, 2013-present
- *International Journal of the Academy of Organizational Behavior Management*, 2012-present
- *Journal of Intercultural Communication Research*, 2010-present
- *Journal of International Education Research* (**SoTL Journal**), 2014-present
- *International Journal for the Scholarship of Teaching and Learning* (**SoTL Journal**), 2016-present
- *International Journal of Management Science and Information Technology*, 2010-present

Reviewer for Books (n=10)

- *The Changing Face of Warfare in the 21st Century*, by Greg Simons and Iulian Chifu, Routledge, 2017
- *Conflict and Communication*, by Fred Jandt, Sage, 2016
- *The Peaceful Conquest: Islam's Peaceful Conquest over America*, by Robert Taft, Rose Dog Books, 2015
- *Language of Terror: How Neuroscience Influences Political Speech in the United States*, by Wesley Kendall, Joseph M. Siracusa, and Kevin Noguchi, Sage, 2014
- *The Maternal Drama of the Chechen Jihadi*, by Nancy Hartevelt Kobrin, MultiEducator, 2014
- *Phases of Terrorism in the Age of Globalization*, by Asafa Jalata, Vanderbilt University Press, 2014
- *Communicating in Virtual Teams: Strategies for Success*, by Chris Kasch, Sage, 2013
- *The Heart of Conflict*, by Tricia Jones, Sage, 2013
- *Hybrid and Cyber War as Consequences of the Asymmetry: A Comprehensive Approach Answering Hybrid Actors and Activities in Cyberspace Political, Social and Military Responses*, edited by J. Schröfl, B. M. Rajaee, & D. Muhr, Peter Lang, 2011
- *Crossing Borders: International Exchange and Planning Practices*, edited by P. Healey & R. Upton, Routledge, 2010

Reviewer for SoTL Journals (n=17)

Adult Education Quarterly, 2014-present
Canadian Journal of Higher Education, 2014-present
Communication Education, 2014-present
Contemporary School Psychology, 2015-present
Curriculum Inquiry, 2014-present
Educational Philosophy and Theory, 2014-present
Educational Research, 2014-present
Educational Research and Reviews, 2010-present
Herald Journal of Education and General Studies, 2012-present
Innovative Higher Education, 2014-present
International Journal for the Scholarship of Teaching and Learning, 2014-present
International Journal of Educational Research, 2014-present
Journal of Education and Training Studies, 2017-present
Journal of Experiential Education, 2014-present
Journal of Experimental Education, 2014-present
Journal of International Education Research, 2014-present
Review of Educational Research, 2014-present

Reviewer for Journals in Communication (n=24)

Asian Journal of Communication (Fall 2015)
Communication, Culture and Critique (Fall 2009, Fall 2010, Spring 2012, Spring 2013, Fall 2013)
Communication Quarterly (Spring 2014, Summer 2014, Fall 2016)
Communications: The European Journal of Communication Research (Summer 2013)
Communication Studies (Spring 2014)
Communication Theory (Spring 2010, Summer 2014)

Corporate Communications: An International Journal (Fall 2012)
Group & Organization Management (Spring 2015, Fall 2015)
Health Communication (Fall 2008, Summer 2012, Fall 2012, Fall 2013, Summer 2014, Summer 2015, Fall 2015, Spring 2016, Summer 2016, Fall 2016, Spring 2017, Fall 2017)
Information, Communication and Society (Fall 2009, Fall 2010, Fall 2011, Summer 2015, Summer 2017)
Interactions: Studies in Communication and Culture (Spring 2012)
International Journal of Communication (Summer 2017)
Journal of Broadcasting & Electronic Media (Fall 2009)
Journal of Business Communication (Summer 2011, Spring 2012)
Journal of Communication Inquiry (Spring 2016)
Journal of Computer-Mediated Communication (Fall 2010)
Journal of Health Communication (Fall 2010)
Journal of Intercultural Communication Research (Spring 2011, Summer 2011, Fall 2011, Spring 2012, Summer 2012, Spring 2013, Summer 2013, Fall 2013, Spring 2014, Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2017)
Journal of International & Intercultural Communication (Summer 2016, Spring 2017)
Journal of Media and Communication Studies (Spring 2011, Spring 2015)
Journal of Social and Personal Relationships (Fall 2011, Fall 2012, Fall 2016)
Management Communication Quarterly (Spring 2011)
Mass Communication and Society (Fall 2007, Summer 2009, Fall 2011, Summer 2012, Spring 2014)
New Media & Society (Summer 2009, Spring 2010, Fall 2010)
Western Journal of Communication (Fall 2008)

Reviewer for Journals in Terrorism, Crime, and Political Science (n=11)

Basic Research Journal of Social and Political Sciences (Spring 2013)
Criminal Justice Policy Review (Spring 2012, Fall 2012, Spring 2014, Fall 2015)
Crime, Law, and Social Change (Fall 2007, Spring 2009, Summer 2010)
Global Journal of Political Science and International Relations (Fall 2010, Spring 2012, Fall 2012)
Information Security Journal: A Global Perspective (Fall 2008, Spring 2009, Spring 2010, Spring 2011, Summer 2011, Summer 2013, Fall 2013)
Journal of Information Technology and Politics (Fall 2010)
International Journal of Peace and Development Studies (Fall 2010)
Perspectives on Terrorism (Spring 2014, Fall 2014, Spring 2015)
Politics, Groups, and Identities (Spring 2014)
Terrorism and Political Violence (Fall 2014)
Trends in Organized Crime (Spring 2010)

Reviewer for Journals in Healthcare (n=27)

Aging and Mental Health (Fall 2011, Spring 2013, Spring 2015)
Annals of Behavioral Medicine (Spring 2010, Spring 2011, Summer 2014, Fall 2014, Spring 2015)
Applied Research in Quality of Life (Fall 2012)
Austin Journal of Nursing & Health Care (Spring 2015, Summer 2015, Fall 2016)
Biotechnology and Molecular Biology Reviews (Fall 2010)
Child Care in Practice (Summer 2014, Fall 2014, Fall 2015, Spring 2016)
Childhood Obesity (Spring 2015, Summer 2015)
Child Indicators Research (Spring 2016)
Health (Spring 2014, Summer 2015, Summer 2017)
Health Care Management Science (Fall 2012, Spring 2015, Summer 2015)
Health Education Journal (Spring 2014)
Health Promotion Practice (Fall 2007, Spring 2009, Summer 2009, Fall 2009, Fall 2010, Fall 2011, Spring 2012, Fall 2012, Summer 2013, Fall 2013, Spring 2016)
Human Reproduction (Fall 2017)
International Journal for Quality in Health Care (Fall 2014)
International Journal of Behavioral Medicine (Summer 2011)

International Journal of Health Policy and Management (Spring 2015)
Journal of Applied Gerontology (Summer 2011)
Journal of Behavioral Medicine (Fall 2008, Summer 2009, Fall 2009, Spring 2011, Summer 2012, Fall 2012, Fall 2015, Spring 2017)
Journal of Gerontological Social Work (Summer 2013)
Journal of Immigrant and Minority Health (Spring 2011)
Journal of Medical Systems (Spring 2014)
Journal of Telemedicine and Telecare (Summer 2008)
Medicine, Health Care and Philosophy (Fall 2012)
Prevention Science (Summer 2008, Spring 2009, Summer 2012, Spring 2016, Spring 2017, Summer 2017; Fall 2017)
Social Work in Health Care (Summer 2017)
Substance Abuse (Spring 2012)
World Medical & Health Policy (Fall 2012)

Reviewer for Journals in Globalization, Business, and Technology (n=13)

Globalizations (Spring 2012)
International Journal of Management Science and Information Technology (Spring 2012, Fall 2014)
International Studies Quarterly (Fall 2015)
Journal of Brand Management (Spring 2017, Summer 2017; Fall 2017)
Journal of Business & Management (Fall 2013, Fall 2014)
Journal of Business and Psychology (Summer 2008, Fall 2008)
Journal of Career Development (Spring 2017)
Journal of Fashion Marketing and Management (Summer 2009, Fall 2009, Spring 2010, Fall 2011, Spring 2015)
Journal of Hospitality & Tourism Research (Fall 2009, Fall 2010)
Journal of Hospitality Marketing & Management (Fall 2013, Spring 2015, Fall 2016, Spring 2017, Summer 2017)
Journal of International Entrepreneurship (Fall 2012, Fall 2013, Spring 2014, Summer 2014, Spring 2015, Summer 2015, Summer 2016, Fall 2016, Summer 2017)
Journal of Management Inquiry (Fall 2013)
Technological Forecasting & Social Change (Spring 2011, Summer 2011, Fall 2011, Spring 2012, Spring 2013)

Reviewer for Journals in Other Disciplines (n=19)

African Journal of Business Management (Spring 2010, Fall 2010, Fall 2013)
American Review of Public Administration (Spring 2016)
Capital & Class (Fall 2017)
Celebrity Studies (Summer 2014)
Community Development: Journal of the Community Development Society (Spring 2010, Spring 2011, Fall 2013, Fall 2014)
Herald Journal of Education and General Studies (Summer, 2012)
International Scholars Journals (Spring 2014)
Journal of Public Administration and Policy Research (Summer 2009, Fall 2009)
Journal of Social Work (Summer 2010, Fall 2011)
Journal of Strategic Marketing (Spring 2013)
Justice Quarterly (Fall 2015)
Organizational Psychology Review (Fall 2012)
Personality and Individual Differences (Spring 2010, Summer 2010, Fall 2010, Spring 2011, Fall 2001, Summer 2013, Spring 2014, Summer 2014, Spring 2016, Fall 2017)
Philosophical Papers and Reviews (Spring 2010)
Planning Theory (Summer 2012)
PLOS ONE (Summer 2012)
Service Oriented Computing and Applications (Spring 2011)
Theory and Decision (Summer 2012, Spring 2013, Fall 2015)
Young (Summer 2016, Fall 2016)
Youth & Society (Spring 2016, Fall 2017)

Reviewer for the International Communication Association (ICA)

- For the 2018 conference in Prague: Philosophy Theory Critique Division
- For the 2016 conference in Fukuoka, Japan: the "Communicating with Power" theme sessions
- For the 2014 conference in Seattle: Intercultural Communication, Communication and Technology, Visual Communication Studies, Global Communication and Social Change, and Philosophy, Theory and Critique Divisions
- For the 2013 conference in London: Intercultural Communication and Philosophy, Theory and Critique Divisions
- For the 2012 conference in Phoenix, AZ: Communication and Technology, Visual Communication, Global Communication and Social Change, and Philosophy of Communication Divisions
- For the 2011 conference in Boston, MA: Health Communication, Communication and Technology, Mass Communication, Visual Communication Studies, Global Communication and Social Change, and Popular Communication Divisions
- For the 2009 conference in Chicago, IL: Health Communication, Communication & Technology, Instructional & Developmental Communication, and Popular Communication Divisions
- For the 2008 conference in Montreal, Canada: Instructional/Developmental Communication Division
- For the 2007 conference in San Francisco, CA: Popular Communication Division
- For the 2006 conference in Dresden, Germany: Health Communication, Language & Social Interaction, Popular Communication, and Games Studies Divisions
- For the 2004 conference in New Orleans, LA: Language & Social Interaction Division

Reviewer for the National Communication Association (NCA)

- For the 2016 conference in Philadelphia, PA: Human Communication & Technology Divisions
- For the 2015 conference in Las Vegas, NV: International and Intercultural Communication Division
- For the 2013 conference in Washington, DC: International and Intercultural Communication Division
- For the 2012 conference in Orlando, FL: Communication and the Future Division
- For the 2011 conference in New Orleans, LA: Human Communication & Technology, International and Intercultural Communication, Peace and Conflict Communication, Training and Development, and Communication and the Future Divisions
- For the 2010 conference in San Francisco, CA: Human Communication & Technology Division
- For the 2009 conference in Chicago, IL: Spiritual Communication Division
- For the 2008 conference in San Diego, CA: Human Communication & Technology, and Spiritual Communication Divisions
- For the 2007 conference in Chicago, IL: Human Communication & Technology, Communication & the Future, Instructional Development Communication, International & Intercultural Communication, Mass Communication Division, and Ethnography Divisions
- For the 2006 conference in San Antonio, TX: Human Communication & Technology Division
- For the 2005 conference in Boston, MA: Peace & Conflict Communication, and Human Communication & Technology Divisions

Reviewer for the Western States Communication Association (WSCA)

- For the 2008 conference in Denver/Boulder, CO: Intercultural Communication Interest Group
- For the 2007 conference in Seattle, WA: Intercultural Communication Interest Group, Organizational Communication Interest Group, Language and Social Interaction Interest Group, and Media Studies Interest Group
- For the 2006 conference in Palm Springs, CA: Health Communication Division

Reviewer for Grant Proposals

- Grant reviewer of "Conflict Prevention in Physician-Patient Communication" (IF/14/023), a grant proposed by Principal Investigator Priscilla Heynderickx, University of Leuven (Belgium), Spring 2014

- Grant review panelist, Breast Cancer Project in Central Florida, Susan G. Komen Breast Cancer Foundation, Winter Park, Fall 2011-Spring 2012

Chair of Conference Panels

- Strategies and Consequences of Debate, Dialogue, and Health Communication in the Digital Age, Partnership for Progress on the Digital Divide, National Communication Association (NCA) conference in Dallas, November 2016
- Health Communication and New Media Technologies, Human Communication and Technology Division, National Communication Association (NCA) conference in Philadelphia, November 2016
- Feminists Examine Violence and Heroism, Feminist Scholarship Division, International Communication Association (ICA) conference in San Juan, May 2015
- Social Support and Health Issues, Health Communication Division, International Communication Association (ICA) conference in Seattle, May 2014
- Cultural Issues in Health Communication, Health Communication Division, International Communication Association (ICA) conference in Seattle, May 2014
- "Contemporary Issues in the Media," Sooner Conference, University of Oklahoma, February 2005

Expert Witnessing / Legal Expertise

- United States Department of Justice, Executive Office for Immigration Review, expert's affidavit in opposition of removal proceedings (i.e., defending a Syrian refugee accused of apostasy and threatened to death by the Syrian Druze), Orlando, FL, February 2015 (**case won**)

External Reviewer, Tenure/Promotion

- Dr. Anthony Lemieux, Promotion to Professor, Georgia State University, 2015

University Offices and Committees

- Teaching Incentive Program Awards (TIP) Selection Committee, Fall 2017-Spring 2018
- Foundations of Excellence (FoE) Transfer Initiative, focusing on transfer students at UCF (in order to improve student success and retention). Member of the Roles and Purposes Committee. The Committee focuses on five important objectives: personal growth, future employment, graduate school, become engaged citizens, and learning to serve the public good, Fall 2014-present
- University Admissions & Standards Committee; member of the committee. My duties and responsibilities are to examine all undergraduate student admissions that do not meet the minimum university admissions standards and that are referred to it by the Office of Undergraduate Admissions, Fall 2013-present
- UCF-Sanford/Lake Mary Majors Fair, increasing the student population through Direct Connect to UCF, Spring 2014
- Coordinator of the Faculty Forum at UCF-Sanford/Lake Mary. The purposes are research collaboration, general collaboration, and a plan for growing the student population, Fall 2012
- Coordinator of the UCF-based website for the Institute for Terrorism & Communication Studies, Fall 2012
- Co-organizer of the Inter-Disciplinary Research Group, UCF-Sanford/Lake Mary, 2012-2013
- Member of Advising Week (Theme: "Speed Advising"), UCF-Sanford/Lake Mary, in the Atrium of the Partnership Center, Fall 2011
- Representative of Direct Connect to UCF, a joint UCF-Sanford/Lake Mary program to familiarize UCF students with Seminole Campuses, Fall 2010
- Member of the UCF At-Large Faculty Senate for the College of Sciences, 2009-2011
- Member of the Undergraduate Policy and Curriculum Committee, 2009-2011
- Representative of Direct Connect to UCF, a joint UCF-Sanford/Lake Mary program to familiarize UCF students with Seminole Campuses, Spring 2009
- Member of the UCF At-Large Faculty Senate for the College of Sciences (alternate member), 2008-2009
- Member of the UCF Ethics Task Force Committee, 2008
- Member of the UCF Faculty Council Meeting for Seminole County Eastern Region campuses, 2007-2009

- Member of the University of Oklahoma Graduate College Academic Appeals Panel, 2005-2006
- Member of the University of Oklahoma Graduate College Academic Appeals Panel, 2004-2005
- Workshop facilitator on Communication, Leadership, and the Future, University of Alaska Fairbanks, 2002
- Academic advisor, University of Alaska Fairbanks: Office in dormitory, advising undergraduate students and helping them with communication assignments, 2002
- Co-director of the "Resource Library for Leaders" project, University of Alaska Fairbanks, 2001
- Leadership mentor within the program sponsored by the University of Alaska Fairbanks ROTC and the Prudential Youth Leadership Institute (June 2001, June 2002)

Departmental Offices and Committees

- Communication and Conflict Work Group, Nicholson School of Communication, UCF, Fall 2017-present
- NSC Standing Committee, Awards and Recognition Working Group, Nicholson School of Communication, UCF, Fall 2016-present
- NCA Work Plan; promoting the upcoming NSC Doctoral Program in Strategic Communication at NCA in Philadelphia, Fall 2016
- Student Transfer Orientation, Human Communication, Nicholson School of Communication, UCF, Summer 2015
- Thesis of the Year Ad Hoc Committee, Nicholson School of Communication, UCF, Spring 2015
- Writing Sample Assessment, Graduate Program, Nicholson School of Communication, UCF, Fall 2013
- Health Communication Certificate (now approved), member of the committee, Nicholson School of Communication, UCF, Spring 2013
- Review of comprehensive exam appeal, ad hoc committee, Nicholson School of Communication, UCF, Fall 2012
- Writing Sample Assessment, Graduate Program, Nicholson School of Communication, UCF, Summer 2012
- Member of the search committee for a new Assistant Professor in the I/O communication division of the Nicholson School of Communication, UCF, Spring 2011
- Member of the committee for the NATO-NSOC partnership, to create a fast-track graduate program at S.H.A.P.E. (the central command of NATO military forces in Europe), Fall 2010
- Member of the Transfer Orientation program to inform new I/O communication majors, UCF, Summer 2009
- Member of the search committee for a new Assistant Professor in the I/O communication division of the Nicholson School of Communication, UCF, 2007-2008
- Member of the search committee for a new I/O communication Division Head in the Nicholson School of Communication, UCF, 2006-2007
- Active member of the Communication Graduate Students Association (CGSA), University of Oklahoma, 2005-2006
- Chair at the Josh Lee persuasive speech contest, University of Oklahoma, May 2005
- Member of the Hospitality Committee for the Sooner Conference, University of Oklahoma, 2005
- Judge in the annual Sweetheart Debate and Speech Tournament at the University of Oklahoma Forensics Department, 2005
- Judge in the Okie Roundup speech tournament at the University of Oklahoma Forensics Department, 2005
- Co-organizer of the XXXIII Annual Jean Gebser Society conference held at the University of Oklahoma, 2004

PUBLIC SERVICE

Volunteer Work

- Promoted the "Prayer March For Persecuted Christians," Orlando, Spring 2014
- Reviewer of textbook content in Texas public schools, Spring 2014
- Community Profile Team, Breast Cancer Project in Central Florida, Susan G. Komen Breast Cancer Foundation, Winter Park, FL, Fall 2010-Fall 2011 (http://www.komencentralflorida.org/assets/images/2011-community-profile.pdf)

Important Endorsements

- Shannon Malkin Daniels, author and life coach, for Graduate School in Psychology at Harvard University, Fall 2016
- Ismail Sahin, Turkish National Police Officer (Ankara) for an academic appointment at a U.S. institution, Spring 2016
- Col. Danny McKnight, combat duty in Panama in 1989 and Somalia in 1993 (basis for the book and movie **Black Hawk Down**). I was invited to endorse Col. McKnight for the DAR Community Service Award, Fall 2015
- Presidential Professor Eric Kramer, for the David Ross Boyd Professorship, University of Oklahoma, Fall 2011
- Stefanie Steele, for Director at Susan G. Komen Race for the Cure, Orlando, Spring 2010

Workshops, Seminars, and Lectures

Topics: terrorism, Islamism, Muslim Brotherhood, war rape, human trafficking, Christianity, rhetoric, language, nonverbal communication, symbolism, the media, globalization, Wal-Martization, and culture

Training Law Enforcement (n=6)

- Workshop on terrorism and jihad, Florida Crime and Intelligence Analyst Association (FCIAA) Training Conference, Orlando, FL, January 2017
- Workshop on understanding terrorism, Martin County Sheriff's Office, Stuart, FL, September 2016
- Workshop on the reasons for terrorism, Florida Crime and Intelligence Analyst Association (FCIAA) Training Conference, Melbourne, FL, June 2016
- All-day seminar on terrorism and communication, Florida Department of Law Enforcement (FDLE), Orlando, FL, April 2016
- Seminar on terrorism and communication, Transportation Security Administration (TSA), Department of Homeland Security (DHS), Orlando, FL, November 2015
- Workshop on Islamic terrorism, Florida Intelligence Unit (FIU), 54th Annual Training Conference, Bonita Springs, FL, September 2015

Training the Military (n=5)

- Seminar on symbolism in terrorism, United States Naval Academy (USNA) Alumni Association, Naples, March 2015
- Seminar on terrorism and the Islamist threat to America, the Reserve Officers Association (ROA) of the United States, Orlando, FL, March 2013
- Workshop on terrorism and communication, NATO Joint Senior Psychological Operations Seminar, hosted by the Joint Special Operations University (JSOU) and the Supreme Headquarters Allied Powers Europe (SHAPE), Tampa, FL, December 2012 (see https://jsou.socom.mil/PubsPages/JSOU_FB13_FINAL_web_022014sm.pdf , p. 29)
- Five-day seminar on cross-cultural communication theory and research, SHAPE (Supreme Headquarters Allied Powers Europe), a NATO-affiliated military base, Mons, Belgium, November 2010
- Seminar on terrorism at the Department of Defense (DOD), University of Oklahoma, Norman, OK, July 2004

Distinguished Speaker / Invited Lecturer / Keynote Speaker (n=8)

- Lecture on Islamic terrorism, Phi Delta Theta Alumni Club of Central Florida, Orlando, February 2017
- Lecture on the European migrant crisis, Learning Institute for Elders (LIFE) at the University of Central Florida (UCF), invited by Aaron Liberman, UCF Board Member, Curriculum Committee Representative, October 2016
- Lecture on terrorism and communication, Rollins College Lifelong Learning Program, Winter Park, FL, March 2016
- Lecture on terrorism and communication, B'nai B'rith International, Lakeland, FL, January 2016. B'nai B'rith International is the oldest Jewish service organization in the world. It has over 200,000 members and supporters worldwide, and is committed to the security of the State of Israel and combating anti-Semitism
- Lecture on human trafficking in the world and in the U.S., Florida Coastal School of Law, Jacksonville, April 2015
- President's Speaker Series, lecture on terrorism and communication, Embry-Riddle Aeronautical University (ERAU), Daytona, FL, invited by Marc Bernier, Special Assistant to John P. Johnson, the ERAU President, March 2014. The presentation was broadcast on C-SPAN

  - YouTube video: http://www.youtube.com/watch?v=kBr1YOjAfbo
  - C-SPAN video: http://www.c-span.org/video/?318153-1/reasons-terrorism
- Lecture on terrorism and communication, Learning Institute for Elders (LIFE) at the University of Central Florida (UCF), invited by John Ciesko, UCF Board Member, Curriculum Committee Representative, March 2014
- Participated in a panel on radical Islam, organized by the Liberty Counsel. Included in the panel were **Frank Gaffney** (Deputy Assistant Secretary of Defense for Nuclear Forces and Arms Control Policy in the Ronald Reagan Administration, and founder and president of the Center for Security Policy) and **William Murray** (founder and president of the Religious Freedom Coalition), April 2013

Lectures on College Campuses (n=25)

- Lecture on research in terrorism and communication, in Dr. Melissa Dodd's Proseminar in Communication (COM 6008), University of Central Florida, October 2017
- Lecture on jihadist deception through language, UCF College Republicans, University of Central Florida, March 2017
- Lecture on terrorism and communication, UCF College Republicans, University of Central Florida, October 2016
- Lecture on research in terrorism and communication, in Dr. Jennifer Sandoval's Proseminar in Communication (COM 6008), University of Central Florida, October 2016
- Lecture on research in terrorism and communication, in Dr. Jennifer Sandoval's Proseminar in Communication (COM 6008), University of Central Florida, October 2015
- Lecture on female terrorism, University of Central Florida, November 2014
- Lecture on symbolism in terrorism, UCF International Relations Club, November 2014
- Lecture on research in terrorism and communication, in Dr. Sally Hastings's Qualitative Research Methods (COM 6303), University of Central Florida, October 2014
- Lecture on symbolism in terrorism, University of Central Florida, October 2014
- Lecture on war rape as symbolism in terrorism, University of Central Florida, April 2014
- Lecture on globalization and Christianity, Campus Crusade (CRU), University of Central Florida, February 2014
- Lecture on suicide terrorism and its symbolic meanings, University of Central Florida, January 2014
- Lecture on terrorism and rhetoric of the U.S. government, University of Central Florida, November 2013
- Lecture on research in terrorism and communication, in Dr. Harry Weger's Proseminar in Communication (COM 6008), University of Central Florida, October 2013
- Lecture on symbolism in terrorism, University of Central Florida, October 2013
- Lecture on terrorism and communication, University of Central Florida, September 2013
- Lecture on the decline of European civilization, UCF College Republicans, University of Central Florida, September 2013
- Lecture on terrorism and communication, in Steve Neel's Introduction to Communication (COM 1000) class, University of Central Florida, April 2013
- Lecture on the problems with media coverage of terrorism, University of Central Florida, March 2013. My lecture was introduced by Wallace Bruschweiler, a former counter-terrorist and counter-espionage officer
- Lecture on the role of culture in terrorism, University of Central Florida, January 2013. My lecture was introduced by former U.S. Representative **Sandy Adams**
- Lecture on terrorism and rhetoric of the U.S. government, University of Central Florida, November 2012
- Lecture on terrorism and communication, University of Central Florida, October 2012
- Lecture on the Wal-Martization of the world, the Inter-Disciplinary Research Group (IDRG), UCF-Sanford/Lake Mary, August 2012
- Lecture on media in Western Europe, in Dr. Steve Collins's International Media (MMC 4300) class, University of Central Florida, February 2011
- Lecture on terrorist networks, Department of Communication, University of Oklahoma, November 2005

PRESS

Media Appearances

- The Advocate, "Pulse: Hate Crime or Terrorist Attack?," interviewed by Jacob Ogles, June 2017
- Época (Brazilian magazine that is part of Globo Group, a giant communication company in Latin America), July 2016
- News 13, "Terror Attacks in Belgium," interviewed by Caitlyn Jones, March 2016
- Vice News, "The Notorious Black Axe Has Put Down Roots in Canada," interviewed by Tamara Khandaker, December 2015
- Discovery News, "Does Language Matter in War on ISIS?," interviewed by Eric Niiler, December 2015
- Univision, "Derecho a Defenderse" (Right to Self-Defense), interviewed by Marisset Verení, December 2015
- Central Florida Future, "UCF Community Shares Sympathy for Paris," interviewed by Gabby Baquero, November 2015
- The Globe and Mail, "Shadowy Black Axe Group Leaves Trail of Tattered Lives," interviewed by Selena Ross, November 2015
- WESH 2 News, "Author, UCF Professor Breaks Down ISIS Threat," Orlando, FL, interviewed by Stewart Moore, September 2014
- Tan Talk Radio Network, "Terrorism and the Islamist Threat to America," Clearwater, FL, interviewed by Glenn Pav, September 2013
- 660 WORL AM (American Adversaries), "The Muslim Brotherhood," Altamonte Springs, FL, interviewed by Christopher Hart, September 2013
- Central Florida Future, "Islamic Groups Voice Concerns, UCF Stands Firm," interviewed by Caroline Glenn, August 2013
- TrentoVisionTV, "Terrorism and the Islamist Threat to America," West Palm Beach, FL, interviewed by Tom Trento, June 2013
- 660 WORL AM (American Adversaries), "The Muslim Brotherhood," Altamonte Springs, FL, interviewed by Christopher Hart, June 2013
- 660 WORL AM (The Carl Jackson Show), "The Muslim Brotherhood," Altamonte Springs, FL, May 2013
- 660 WORL AM (American Adversaries), "Terrorism and the Islamist Threat to America," Altamonte Springs, FL, interviewed by Christopher Hart, May 2013
- The Barry Foster Show, WWTK 730 AM, "Terrorism and the Islamist Threat to America," Sebring, FL, March 2013
- Reporte Indigo (based in Mexico; readership of 200,000 per week), "La magia de una sonrisa" (i.e., "The Magic of a Smile"), interviewed by Eugenia Rodríguez, October 2012
- NBCNews.com, "Emotional Regulation at Disney World," interviewed by Cari Nierenberg, October 2012
- Postmedia News (based in Canada), "The Art of Faking It: What Service Workers Can Learn from Disney," interviewed by Misty Harris, October 2012
- BlogTalkRadio (based in Central Florida), "Terrorism and the Islamist Threat to America," interviewed by David Toy, December 2011
- Orlando Sentinel, "Building a Case for Lowe's over 'All-American Muslim,'" by Jonathan Matusitz, December 2011
- Central Florida Future, "Student Beats Cancer, Loses Vision," interviewed by Vanessa Hornedo, November 2011
- News Talk AM1490WGCH (serving Fairfield, NJ and Westchester, NY counties): the impact of President Obama's speeches in current U.S. and global politics, interviewed by Drew Nederpelt, March 2011
- Fox25 KOKH-TV, Oklahoma City: the role of communication in expressing consumer dissatisfaction, August 2004

About Dr. Matusitz

Sloan, Russ (2015, November 22). The Paris Attacks and the Warnings of a UCF Professor. *Daily Commercial*.

Newton, Caleb (2015, November 6). An Update on Terrorism from UCF Researcher Jonathan Matusitz. *Heritage Florida Jewish News*.

Heritage Florida Jewish News (2014, September 26). UCF Professor Publishes Book on Terrorist Symbolism. *Heritage Florida Jewish News*.

Spencer, Robert (2014). *Arab Winter Comes to America: The Truth about the War We're in*. Washington, DC: Regnery Publishing.

Wilkinson, Zack (2014, March 11). Matusitz Brings Controversy. *The Avion Newspaper*, p. A2.

Martin, Annie (2014, March 6). UCF Professor Addresses Terrorism Questions. *The Daytona Beach News-Journal*, p. A1.

Colon, Melissa (2012, October 22). UCF Associate Professor Talks Terrorism and Communication. *KnightNews.com*.

Fradera, Alex (2012, September 28). How They Keep on Smiling at Disney. *BPS Occupational Digest*, p. A1.

Daniels, Jason (2012, September 20). UCF Offers Course on Terrorism. *Central Florida Future*, p. A1.

The Apopka Chief (2012, May 25). May NORWF Speaker. *The Apopka Chief*, p. 6A.

Asia Business Newsweekly (2010). Research Conducted by J. Matusitz and Co-Authors Has Provided New Information about Asia and Europe. *Asia Business Newsweekly*.

Richards, William (2008, August 29). Seeing Facebook's Link in Cyberterrorist Hierarchy Strategy. *Central Florida Future*, p. A5.

Small Flags (2005). The Old and the New. *Small Flags Newsletter, 5*(3).

Turk, Randall (2004, September 15). Consumers Have a New Team in Their Corner. *The Norman Transcript, 115*, p. A1.

Stafford, Jim (2004, August 7). OU Graduate Students Offer Online Help to Unhappy Consumers. *The Oklahoman*, p. A3.

PRWEB (2004). Authors Gerald Mark Breen and Jonathan Matusitz Are National Spokesmen on Consumer Advocacy. *PRWEB* (http://www.prweb.com/releases/2004/09/prweb155399.htm)

OTHER SKILLS

- **Foreign languages**: bilingual in English and French (i.e., fluent in terms of speaking, writing, and listening comprehension); basic knowledge of Spanish and Dutch
- **Public speaking**: in small and large groups
- **Peer coaching**: on topics such as student mentorship, conflict resolution, interpersonal development, and relationship building
- **Editing or proofreading**: books, journal articles, and papers

TRAVEL AND LEISURE

I regularly visit new places, do a lot of sightseeing (by foot and bus tours), and taste new dishes. Virtual tourism and meticulous travel plans are always what I do before each major trip

- **Domestic travel**: visited Puerto Rico + 38 U.S. states (i.e., Alabama, Alaska, Arizona, Arkansas, California, Connecticut, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Nevada, New Jersey, New Mexico, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, Wisconsin, and Wyoming)
- **International travel**: visited 24 countries (i.e., Austria, Belgium, Bosnia & Herzegovina, Canada, Croatia, Denmark, England, France, Germany, Greece, Hungary, Ireland, Italy, Luxemburg, Netherlands, Norway, Portugal, Romania, Slovenia, Spain, Sweden, Switzerland, and Turkey)
- **Three favorite cities so far**: Porto, Barcelona, and Florence
- **Three favorite countries so far**: Portugal, Spain, and Italy

HOBBIES AND PASSIONS

In general, I am into discovering, learning, sharing trivia, surfing on the Internet, writing, having one-on-one conversations, socializing, and dining out:

- **Reading**: non-fiction books on trivia, traveling, business, success, history, war, terrorism, health, and religion
- **Music**: rock music (60s, classic rock, and alternative), pop music (80s and 90s), and classical music
- **Movies**: action, adventure, war, thriller, sci-fi, epic, drama, comedy, romance, and family films
    - **Animated movies**: Pixar, Disney, DreamWorks, Universal, Sony, and Paramount Animation movies
    - **What I do <u>not</u> watch**: gory, ultra-violent, witchcraft, and juvenile movies
- **Sports**: bicycling, walking, swimming, soccer, tennis, ping pong, and stretching
- **Collectables**: old vinyl records. To be more precise, I own hundreds of vintage 33 1/3 LP records on Broadway musicals, classical symphonies, pop music, and so forth
    - **Other collectables**: Bibles (both antique and new), National Geographic magazines, Trivial Pursuits, little decorative bird houses, and plant arrangements
    - **More recent collectables**: miniature rabbits, horses, and birds, miniature soldiers, men's ties, and decorative ceramic and clay plates
- **Carpentry/Furniture making**: armoires, bookcases, cabinets, and dining tables
- **Millwork**: installing windows and doors

CAUSES AND ORGANIZATIONS I SUPPORT

- Domestic and international security
- Supporting law enforcement
- Legal immigration
- Cultural adaptation
- Plain Language Movement
- Campaign Against Political Correctness
- Academic freedom
- Freedom of expression worldwide
- Preservation of culture and arts worldwide
- Children and youth
- Human rights
- Global gender equality and women's empowerment
- Protection of minorities worldwide
- Exposing hidden or forgotten massacres
- Anti-Slavery International
- Coalition against human trafficking
- Médecins Sans Frontières (MSF/Doctors Without Borders)
- Breast cancer awareness
- Hearing loss awareness
- Environment and ecosystems